PRINTERS' INK

A JOURNAL FOR ADVERTISERS 185 Madison Avenue, New York City

Vol. CXXI, No. 8 New York, November 23, 1922

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Behind the scenes

"MR. WATSON, come here; I want you." This, the first complete sentence ever heard through a telephone, was spoken by Dr. Bell to the man who aided him in his telephone experiments. It was spoken over a line extending between two rooms in Dr. Bell's workshop. The transmission of this single sentence a few feet was regarded by the world as an incredible wonder.

To-day we can talk to most anybody we want on the telephone. We all use it—we depend on it —we recognize how indispensable it has become in our lives. Yet few of us ever stop to think of the wonderful organization "behind the scenes" which makes it possible for us to send our voices winging over the distant spaces to the one person out of a hundred million that we wish to reach.

There is a glorious, inspiring story in the men and women and the mechanisms that help to make possible the universal telephone service that we know to-day. It has been our privilege to co-operate with The American Telephone and Telegraph Company for fourteen years in taking the public behind the scenes of telephone service.

N.W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK

PHILADELPHIA

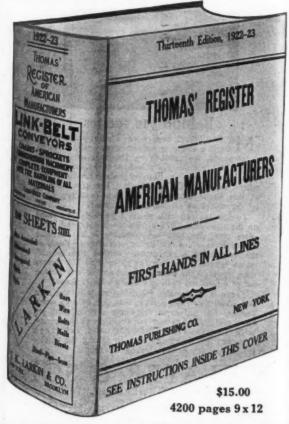
CHICAGO

Directs Buyers to Sources of Supply

Unabridged; aims at completeness, irrespective of advertising or other patronage. Twice the size of any other.

98% Paid Circulation

The only Buyers' Reference Guide in the "Paid" class, all others now being classed as of "Free Distribution."



THOMAS PUBLISHING COMPANY
461 Eighth Ave. New York City

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PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Public Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second class mitter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

Vol. CXXI

NEW YORK, NOVEMBER 23, 1922

No. 8

A Block Signal System That Safeguards Profits

Method of United Drug Company Is Applicable to Many Other Businesses

By George M. Gales

First Vice-President, United Drug Company

MOST men are at heart specialists—that is to say, there is one phase of business to which they are better adapted than any other. This is generally conceded as to sales, production, accounting, advertising, and so on, but is not generally taken into consideration in connection with the financial elements of a business.

In any business there are four fundamental factors which enter into the making of net profit. These are: (1) Investment, (2) Expense, (3) Sales, (4) Gross Profit. We have concluded that better results will be secured by departmentizing these four factors and vesting responsibility for them in separate individuals; and accordingly have adopted what might be termed a block signal system of operation, in that it provides an automatic signaling device for every step of our sales and financial operations.

We have in the past bought many businesses which were on the verge of collapse due to failure to obtain a proper balance between the four factors. Some of the retail stores we have taken over have had good locations with substantial volumes of business, but because of excessive investment or top-heavy expense, were losing money. The owner in such a case was a good salesman and merchandiser and devoted attention mainly to selling, neglecting to give proper consideration to

Investment, Expense, and Gross Profit.

He may have been selling at prices too low, or in an endeavor to give good service and thus promote sales he may have been over-organized. In any event his tendency of mind was to place greatest emphasis on the securing of sales—this factor constantly in the forefront of his consciousness tended to crowd out consideration of the other elements.

In line with these thoughts we have appointed in our business a Manager of Investment and Expense, and a Manager of Gross Profit, to co-operate with the sales departments, and by concentrating on these phases of the business, exercise proper control and insure that they receive full consideration.

Our sales organization comprises a general sales manager and fourteen department managers, each in charge of a certain class of product such as rubber goods, drugs and chemicals, brushes, and toilet goods. Formerly each of these department managers, in conjunction with the general sales manager, controlled all of the financial factors as related to his department that is, his responsibility was to make his department show a net profit. Accordingly he set selling prices, controlled the amount of stock to be manufactured, as well as the expenses, selling and other-

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wise of his department. He was in effect general manager of a portion of the business.

Believing, however, that a man can do better work when relieved of all extraneous detail and allowed to concentrate on one problem, our department managers and general sales managers are now sales managers exclusively; while matters of investment, expense and gross profit are directed and controlled by the individual expense and gross profit managers.

Now to illustrate how the plan operates, it is perhaps well to take a specific case—that of adding, let us say, a new package of candy to the line. In the old days the department manager would conclude from one cause or another that it was desirable to put out another number. The reasons for it might be many, but chiefly of course a desire to open up a new avenue of sales. He would take up the matter with the general sales manager and between them they would arrange with the production department to manufacture the new product.

While of course they aimed to make the new line profitable, nevertheless they might conclude that for competitive reasons or as an inducement to get the line quickly established it would be advisable to take a low markup; as they might decide that a special advertising drive was desirable, either of which courses of action might have an effect on the net profit. They might possibly over-estimate the quantity that would be sold and order so much stock produced that the turnover would be slow.

In trying to decide just what was the proper policy the individual in a case like this was being pulled from four sides, and sometimes one pull might be stronger than another so that a proper balance might not be obtained. It might be more profitable in the end, for example, to allow a given product to grow in volume at a moderate rate rather than to force it quickly to larger volume by special expenditures in advertising. Nevertheless the nat-

ural human tendency would be to force the volume.

CONFERENCE OF MANAGERS

With our block signal plan the method of going about a similar proposition would be this: The department manager might as before feel that a new package was He would make a desirable. thorough investigation as to the merchandising possibilities, competitive situation. These facts he would take up with the general sales manager, who would then bring the matter before the merchandise board, of which he is chairman. After having secured estimates on cost of production, he confers with the expense and gross profit managers on those phases of the problem. gross profit manager must be satisfied there is adequate margin to pay a profit, while the expense manager must pass on the contemplated expenditure for advertising, sales promotion work, stock investment, or whatever expense is connected with it.

There was, for example, one line under consideration. Everything looked well about the proposition. The article would be salable in satisfactory volume; the gross profit was normal; but the expense manager held up the danger signal on three points: freight, breakage in shipping, and guarantee replacements. It was found that these would be great enough to make the line unprofitable for us, or at least, not profitable enough to pay for the investment.

Under the old method this product would probably have been taken into the line. The facts signaled by the expense manager might not have been forgotten, but they might not have received the emphasis that he gave them as a result of his concentrating on that one part of the merchandising problem. In spite of the possible expense, it might have been considered there would still be a profit without considering this profit in proper relation to the investment required. The feeling might be that the company had



Christianity is the World's Motive Power

All its forward movements have resulted from the application of that power.

There never was a time when Christianity has been so thoroughly and widely discussed—and analyzed—as today. And the Christian Herald's principal job is to help people see the force that lies in the human application of the principles of the New Testament.

To that end it has gathered together as editorial contributors the outstanding men and women of the world who are qualified to discuss in words everyone can understand the great underlying facts of practical Christianity.

The Christian Herald

CRAHAM PATTERSON. Publisher

BIBLE HOUSE, NEW YORK

Chicago Representatives: Patterson & Cordner 225 N. Michigan Blvd.

Pacific Coast Representatives: Blanchard-Nichols-Coleman Los Angeles San Francisco Seattle

23, 1922 ould be

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plenty of capital so the amount of investment was not an important consideration.

The main difference is that now every point of the proposition is challenged as it appears, just as every step of the engineer's way is challenged by the automatic signal which clears only if the

next block is open.

Now it must not be understood that these managers go by any hard-and-fast rule or that there must be a certain percentage of gross and a certain minimum percentage of expense. If that were so there would be no need for having managers, for the rule would take care of all situations. Each proposition is an individual one to be treated on its merits.

For example, milk of magnesia is difficult to ship in cold weather. Therefore it was our desire to sell our agents sufficient for a winter's supply. Furthermore it was desirable to get the orders four or five months in advance so the factory could manufacture it at a time when it was not oc-cupied with cough syrups. On an occasion like this the general sales manager confers with the gross profit manager; and decides with him to offer a special discount for advance quantity orders. Although the gross is less than normal, the gross, profit manager agrees because he sees it is for the best interests of the company. Likewise the expense manager advises on the amount of special advertising to put the proposition over.

To cite another instance, let us assume we find we have on hand a large stock of aspirin-perhaps sales have run under estimated production. The investment and expense manager feels it desirable to find a way to liquidate the merchandise. He takes it up with the sales manager, who suggests giving away 500 samples with every \$20 order. The investment and expense man considers this in relation to the amount of investment tied up, insurance charges, and so on, and decides whether the expense involved is justified.

You may ask, what if the merchandise board does not agree?

Then there is a board of appeal namely, the cabinet. This is composed of the general executives as well as the managers of investment and expense, gross profit, production, purchasing, advertising and sales.

SUBMERGING INDIVIDUAL PREFERENCES

It is rare, however, that it is necessary for a question to be brought before the cabinet. This may elicit some surprise, because different people have remarked that the plan would tend to arouse personal feeling and antagonism, Perhaps we are fortunate in having broad-minded men. As a matter of fact I do not believe the plan would work with narrowminded men who were looking out for their end of the game without regard for the others, and such men would automatically eliminate themselves because their attitude would quickly show itself to their associates. It is true, of course, that the expense man is working to keep the expense as low as possible, the gross profit man's job is to keep his end of it up to where the company can earn a net; but that is in accordance with the primary purpose of the plan, which was to insure those phases receiving consideration on the same plane as sales. work, however, mainly by holding up danger signals. All the parties involved feel that what they are working for is the best interests of the business as a whole and it is with this attitude they approach each problem. They may disagree on first consideration; then it devolves upon the one who disagrees to sell the other on his Usually they manage to sell each other.

Another question that might be fairly raised is: Does it not hamper individual initiative? My answer is No, it allows individual initiative to concentrate itself in one direction and thus become more effective. Of course executives dislike to have responsibility or authority taken from them and naturally some of the people affected may have felt as does the patient when

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"I betcha a carpenter couldn't do it any better'n this"

"Why should he, you dumb bunny? Ain't I got good tools and good lumber, and didn't I get a good plan for it outa THE AMERICAN BOY?" "Yeh! But if some fellers'd made it, it would'a looked like a what-is-it."

"Yeh! All some fellers have is a hammer and a few old nails an' a few old boards."

Give a boy good tools and some real instruction and what he produces with his hands will amaze you. Manual training schools are proving this daily.

"The Biggest, Brightest, Rest Magazine for Boys in All the World"

is a big brother, in the urge to do good work, to half a million keen-thinking boys averaging between 151/2 and 16. They take it and they read it for the inspiration its stories and articles give them.

Tell them, in their publication, about the good tools, hardware or mechanical apparatus you make. They will be quick to recognize merit. They are hard to switch from the thing they are sold on.

Copy reaching us on or before December 20th will catch the February issue.

THE SPRAGUE PUBLISHING CO., Detroit, Mich.

(Member A. B. C.)

Branch Offices: 286 Fifth Avenue, New York; 1418 Lytton Building, Chicago

A line with two names and five distinct markets

A BIG GAME HUNTER in the Rockies wants a high power rifle that will down a grizzly in one shot. A 14-year-old boy in a small town in Ohio is asking his father for a single-shot .22. A farmer in Nebraska buys a shotgun for general farm use.

In this many-sided market lay the problem that faced the Savage Arms Corporation last January. As a consolidation of the Savage and Stevens organizations, their combined lines included almost every type of gun made—guns that appealed to no less than five distinct classes of buyers.

There was also the question of name. Under what name should the guns be sold? Savage? Stevens? Savage-Stevens?

It was finally decided that the advantages were in retaining the identity of each individual product together with the prestige it had gained in its own field. Five separate campaigns were therefore planned—to appear in five different groups of publications, along with a campaign on the combined lines to the trade.

The results, even in the brief period since the campaigns were started, have more than justified this decision.

Perhaps you have had to face just this question of how to sell a line of diverse products. Whether your chief problem be this or some other in the





. 23, 1922



field of marketing, selling and advertising, we shall be glad to discuss its solution with you and with the members of your organization.

J. WALTER THOMPSON COMPANY

Advertising

NEW YORK - CHICAGO - BOSTON - CINCINNATI - CLEVELAND - LONDON

a dose of medicine is prescribed; but time is a great alleviating factor and they have become used to the present plan. Our general sales manager himself is much more pleased to operate with it, although he is the one most affected, since he realizes he has much better opportunity to show a net profit on his work.

It does take a little more time to get things through. A new line of merchandise is not added overnight as it might have been before; but such things are better for being done a little more slowly. In any case of real emergency immediate action can be secured

by special meeting. The plan is one which makes for a well-balanced business. Wherever you find a business which is fundamentally sound but is not showing a profit, investigation will generally reveal that one phase of the business is receiving undue emphasis — has dictated terms, as it were, to the other parts of the business. Our plan insures that proper consideration will be given to each of the four basic elements which enter into We have used it for a long time in the Louis K. Liggett Company,* the retail organization, and recently it has been introduced into the British organization by executives who visited here and saw the plan in operation.

The interlocking block signal system is the thing that has made railroading safe because it guards against errors of human judg-ment. The switchman may throw the wrong switch, but if he does the danger signal goes up. The block signal system in our business likewise guards every step of the way-the semaphore points at danger whenever the switch is open or the road is occupied ahead,

*Mr. Gales is also president of the Louis K. Liggett Company and of Lig-gett's International, Ltd.

F. W. Nash Leaves Thomas J. Lipton

Fred W. Nash has resigned as general manager and director for the United States of Thomas J. Lipton, Inc., "Lipton's" tess, etc.

Washington "Herald" Bought by Hearst

The first issue of the Washington Heraid under the management of William Randolph Hearst appeared on November 19. Purchase of the Heraid gives Mr. Hearst a morning newspaper, the Times. The Heraid will continue the Times. The Herald will continue as a separate newspaper with a separate circulation. The Sunday edition of the Herald, and the Times, however will appear under the name of the Times. Herald. G. Logan Payne, who has been publisher and general manager of the Herald will be represented in the East by Payne, Burns & Smith, Inc., and in the West by the G. Logan Payne Co.

Campbell-Ewald Opens Toronto Office

Campbell-Ewald Company, The

The Campbell-Ewald Company, Detroit advertising agency, has opened a Canadian office at Toronto. Milton D. Bergey, formerly advertising manager of General Motors of Canada, Ltd., will be in charge.

The Toronto office will direct the advertising of General Motors of Canada, Ltd. which manufactures McLaughlin, Buick, Chevrolet, Oakland and Oldsmobile motor cars. The Williams Piano Company, Oshawa, Ont., has also placed its account with this office.

Will Direct Dodge Brothers' Foreign Advertising

Frank B. Amos, recently vice-president and general sales manager of the Lalley Light Corporation, Detroit, has been appointed to direct the foreign advertising and sales promotion of Dodge Brothers, automobiles, Detroit. Mr. Amos previously had been with the American Exporter, and for five years was foreign advertising manager of the Studebaker Corporation.

William V. Jones Heads Utica, N. Y., "Press"

William V. Jones, who has been secretary of The Utica Daily Press. Company, publisher of the Utica, N. Y., Press, has been elected president and treasurer by the board of directors. He succeeds the late George E. Dunham. Mr. Jones will continue to manage the business department.

D. Vaughan Ely succeeds Mr. Jones as secretary. as secretary.

Advertising Is Planned for Enameled Ware

The Republic Stamping & Enameling Company of Canton, Ohio, has placed its advertising in charge of The Powers-House Company, of Cleveland. The Republic company manufactures gray and white enameled ware for kitchen and household use.

Re-Inforcement for the Salesman

"and we will list your name in our advertising in The Des Moines Register and Tribune."

> —when your salesman can say that to the Iowa dealer he will get the order, nine times out of ten.

> He will not have to explain the value of that kind of advertising to the Iowa retailer. The dealer knows it brings the demand into his store so he willingly stocks your product.

Here's how it works-

WESTINGHOUSE BATTERY—first ad in Des Moines Sunday Register June 18, 1922, listed 16 Iowa dealers. Oct. 29 ad carried 79 Iowa dealers.

S. C. JOHNSON & SON—first ad in Register and Tribune April, 1922, listed 99 Iowa dealers. Nov. 1 ad listed 244 Iowa dealers.

U. & J. CARBURETOR—September 24 ad in Sunday Register carried 29 dealers. October 29 ad listed 108 Iowa dealers.

Des Moines Register and Tribune

LARGEST PAID IOWA CIRCULATION OF ANY PUBLICATION

OVER 120,000 DAILY AND SUNDAY

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Nov. 3

How Should an Agency Solicitor Be Paid?

McAdam Advertising Service WHEELING, W. VA.

Editor of PRINTERS' INK:

We have from time to time noted classified advertising in PRINTERS' INK seeking agency solicitors or representatives to work on commission basis. Our experience along this line has perhaps been very limited, but we should like to know if you can give us any information in regard to this practice; that is, upon what is the commission based, gross business, gross volume of the account or the agency's net return on the account and what is the usual percentage paid?

McAdam Advertising Service.

IN some quarters there still per-sists the practice of paying an advertising agency solicitor a commission on the amount of business obtained. This commission generally amounts to 5 per cent of the advertiser's total appropriation. This plan of compensation is a carryover from the early days of the advertising agency business when the solicitor of an advertising agency wrote copy, bought engravings, selected mediums and in fact did all work save sending bills and collecting them, in con-nection with an account he had obtained. Today, the practice may be said to be almost prohibitive because of the cost of the service that an agency is called upon to deliver. Further than this it is not a practice that has the approval of agencies that seek to better their

James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, when the question raised in this inquiry was submitted to him,

"The best practice, and that approved by the American Association of Advertising Agencies, is that the solicitation of accounts should be made by men capable of handling them, and not by mere solicitors. The men who solicit accounts should be vital and constructive parts of advertising agencies. These men are compensated in salary rather than in commissions or drawing accounts." - [Ed. PRINTERS' INK.

Canada Has New Magazine

Canada Has New Magazine
A new Canadian monthly magazine
is being published by the Periodical
Press of Canada, Limited, Toronto,
A name has not yet been decided upon
for this publication and the first issue
is identified by the title "The New
Magazine—Temporary Name Only."
Concerning the aims of the publication its publishers say: "It will be all
Canadian in both spirit and letter. It
will interpret, in popular style, Canadian ideals and ambitions. It will
materialize in its stories and articles,
the full-blooded Canadian spirit, Canadian ambition, indomitability, determination. The Canadian conception of
honor, of achievement, the Canadian
character and righteousness, as exemplicharacter and righteousness, as exempli-fied in the lives of Canadian men and women."

Bellamy-Neff Company Has New Radio Account

The New York office of the Bellamy. Neff Company, Chicago advertising agency, has obtained the advertising account of the W. E. Supply & Service Corporation, New York, manufacturer of "Aerial A, B and C" radio sets. The magazine advertising of the American Bond & Mortgage Company, formerly placed from Bellamy-Neff's Chicago office, will be handled at New York in the future. Advertising for this company's recently opened offices in Detroit and Cleveland will begin early in 1923.

Joins Chattanooga "Times"

L. J. Wilhoite, who for a number of years has been sales manager of the Tennessee Electric Power Co. Chattanooga, has been made advertising manager of the Chattanooga Times. Mr. Wilhoite has been with the Tennessee Electric Power Company for the

H. M. Camp, who has been assistant sales manager of the Tennessee Electric Power Company Chattanoogs, Tenn., has been made sales manager.

San Francisco "Call" Appoints W. R. Penney

W. R. Penney, for five years mana-ger of the Los Angeles Times classified advertising department, will become ad-vertising manager of the San Fran-cisco Call on December 1.

Railroad Account for Philadelphia Agency

The Philadelphia & Reading Railway advertising has been placed in the hands of Bloomingdale Weiler Adver-tising Agency, Philadelphia.

Hudson Motor Appointment

Harry G. Moock has been appointed sales manager of the Hudson Motor Car Company, Detroit, Mich.

1500% Increase in Sales

A client reports to us the fact that during the eight years we have written and placed his advertising, his sales have increased 1500%. The product was on the market twenty years before we had any connection with it.

Write for the following books:

"How to Judge an Advertising Agency"

"Points on Merchandising Advertised Products
Through Department Stores"

"Merchandising Advertised Products
Through Drug Stores"

J'H'CROSSCO.

General Advertising Agents

Cross Building, 15th and Locust Sts., Philadelphia

Members:

American Association of Advertising Agencies, Audit Bureau of Circulations
National Outdoor Advertising Bureau

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How Low Prices Can Pay High Wages

In the past, low prices have always meant low wages, low profits, and general blueness—"hard times."

But low prices can as easily mean high wages, high profits, and general abundance. After all, it is a question of methods. And the key to the puzzle is—material costs nothing. That is startling, isn't it? Yet it is a fundamental truth.

In this week's Collier's William R. Basset, the distinguished business engineer, puts into understandable words something that business men everywhere are thinking about.

Every man who works needs to think about it. But first he must have facts. Collier's prints them in this issue; not theories, but fac sec no da

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Pay facts presented so that you can see clearly how this great economic change will affect your daily life.

National problems, national events, are the most interesting things imaginable—when you can see your own face in them. That accounts, in a large measure, for the fact that Collier's reaches every week the readers in more than a million homes.

These millions feel a warmth of interest in Collier's which advertisers are learning to value as highly as Collier's great circulation.

Collier's

n more than a million homes

The Crowell Publishing Company 381 Fourth Avenue, New York, N. Y.



Baltimore—A City of Opportunities

HEN BALTIMORE WEEK was celebrated the latter part of October, to dominant themes seemed to permeate the whole occasion—"Baltimore, a City of Opportunities," and "Serve Baltimore."

With parades, special receptions and entertainment of notable visitors, magnificent illumination, historical reviews and educational features—altogether, Baltimore had a big time of it.

But underlying the gayety and the splendor of it all was a deeper realization than ever of the gigantic business opportunities awaiting development here—and a determination to "serve Baltimore" to the utmost in the fulfilment of those opportunities.

The NEWS and AMERICAN have made it their mission always to "serve Baltimor"—to bring her before big business concerns of the country as a "city of opportunities"

These papers spare no effort at any time in taking an unquestioned stand for the best good of Baltimore and her people. And by so doing, they have kindled a faith and a confidence among their readers that has made these papers the recognized high-powered selling forces that they are among national advertisers the country over.



DAN A. CARROLL Eastern Representative 150 Nassau Street New York



J. E. LUTZ Western Representative TowerBldg. Chicsgo Exce

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"Advertise with Fashion!

Excerpts from an Address to the Selling Staff of a Fashion Product

By Robert Tinsman

A LL this interesting discussion about the part that Fashion plays in advertising effort, may be summed up in a three-word ex-hortation — "Advertise with Fashion.

Don't try to buck Fashion with advertising or you'll go broke.

Don't try to start Fashion by

advertising or you'll never start anything.

But use Fashion knowledge, Fashion inspiration, Fashion acceleration, behind a product of Fashion and you'll grow richmaybe in a single season.

It can be done. It has been

done. Often.

I am thinking of a silk manufacturer who realized the Fashion trend was away from monotone materials for coat and suit linings. He developed a line of exotic patterns, based on an entirely fresh idea of design, visualized them in the public mind by the suggestion "decorative" linings, and made a fortune. He worked with Fashion, just a step ahead of his competitors. That's far enough.

Of course, he knew the trend; and had imagination; and dug up a creative idea; and promoted it properly - by advertising,

The experts tell us Fashion begins with the silhouette-that outline of the human form which the corsetieres decide is to be "di-vine" this year. I know of a corset manufacturer who had made a small success—quite a success for a beginner, in fact when he realized the approach of the "flapper" still in the dim distance.

The Fashion trend was observable in the slouching carriage affeeted by the Paris mannequins at

Longchamps that season.

Immediately he dared to be different and entitled his advertisements that year "The Débutante Slouch" and illustrated them with rather weird, slinky styles and established his line forthwith in an unassailable position.

He worked with Fashion.

When the spirit of jazz, properly Volsteaded, began to encourage the Prom girl to park her corsets altogether, it was another corsetiere, even more alert, who devised the Girdle, next thing to nothing, and he had to build a new factory to keep up with demand.

When hair and skirts went short, the most astute veil manufacturer didn't do anything so foolish and futile as to buck Fashion. No. He developed a And the more hosiery business. attention paid to feet and the increasing interval between slippers and skirt made it the more necessary to sell silk stockings.

And now that skirts longer and hats larger, he is beginning to feature big, draped veils again, so he will never be out

of luck.

Not so long as he knows Fashion and anticipates—just a littleher ever-changing whims.

Time was when the ubiquitous hair net was only a notion itemnot even a profitable staple.

Only six or seven years since a big notion man decided to make it a Fashion item, and advertise and sell it as an accessory to style. He made its name mean Fashion, and he advertised Fashionable coiffures, and the hair net business woke the sleepy Chinese captains of industry and developed an American volume in a new notion that surprised the world.

Years ago, an advertising man besought a leading coat and suit manufacturer to make a real woman's overcoat-a garment without detailed design, or trimming, relying for its effect on mannish materials and simple tailoring.

He could not see it.

Then one day-so the story goes-Mary Pickford stopped in a Los Angeles men's shop and got

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a hurry-up motor coat, by the simple expedient of cutting down the sleeves on a raggy English overcoat. Behold the ensuing vogue of the famous Flapper Model that swept the country for the best part of three seasons.

If the coat manufacturer had worked with Fashion—and a Mary Pickford—he would not be a follower today. For the creation of one such vogue establishes its creator on the pinnacle of fashion.

A men's clothing manufacturer tells me there's nothing new in his game.

How about the Palm Beach vogue still going strong? Why was it left to the textile mills to cram this idea down the garment manufacturers' throats?

Why didn't some clothing manufacturer see such a possibility in extending his selling seasons; and making his customers thankful as well as increasingly profitable.

Who takes the credit for the four-piece golf suit? I don't know. Do you?

When one really works with Fashion there's never a search for something new—it just happens along.

It was left to a little bit of a manufacturer way up in Pennsylvania to show the lordly national advertiser how to sell women's sports suits in men's clothing stores.

He got an idea he could tailor knit fabrics to look as well as serges and be twice as comfortable.

He consulted English Fashion as sporting headquarters—and advertised "The English Idea in American Outdoor Apparel."

American Outdoor Apparel."
And his garment was made in
Scranton and sold on Fifth
Avenue.

It does seem that an idea becomes irresistible, once you decide to work with Fashion.

I know two types of undermuslin manufacturers. One believes he can force his business into big production with staple styles, whether women want to wear undermuslins or not. The other devises a garment that meets the trend, and anticipates the woman's needs; it takes him longer to get started but he lands somehow, and makes a lot more money without near the worry.

Show me the outstanding successes in the field of textiles, garments, and dry goods generally, and I'll show you the students of Fashion—the anticipators of the trend—the creators of the merchandise in today's demand.

Morning Newspaper Publishers Meet at Chicago

A meeting of publishers of morning newspapers in a number of Middle Western States was held at Chicago on November 14 for the purpose of taking steps to effect a national organization of publishers of morning newspapers.

Publishers from Missouri, Iowa, Minnesota, Wisconsin, Michigan, Illinois, Indiana and Ohio were in attend-

Fublishers from Missouri, Iowa Minnesota, Wisconsin, Michigan, Illinois, Indiana and Ohio were in attendance. A. Schaefer, advertising director of the Fort Wayne, Ind., Journal-Gasette, presided at this meeting. It was decided at this Chicago meet-

It was decided at this Chicago meeting that morning newspapers should first organize by States and that a meeting should be held at Chicago in January for the purpose of creating a permanent organization. It was further decided that at the next annual meeting of the American Newspaper Publishers Association at New York an endeavor would be made to bring into the new organization morning newspaper publishers in all parts of the United States.

At the Chicago meeting it was agreed that the new association should carry on a campaign to sell the morning newspaper not only to individual local advertisers, but also to national advertisers and manufacturers.

Join Sales Organization of Cole & Freer

E. R. Mattingly and E. G. Lenzner have joined the sales staff of Cole & Freer, publishers' representatives. Mr. Mattingly will be in this company's Chicago office. He was formerly with the Moebius Printing Company, Milwaukec. Mr. Lenzner will have his headquarters at Los Angeles, representing Cole & Freer on the Pacific coast. He has been with the Chicago office of the Class Journal Publishing Company.

Has "Napanee Dutch Kitchenet" Account

Coppes Brothers & Zook, Nappance, Ind., manufacturers of "Napance Dutch Kitchenets," have placed their advertising account with Erwin, Wasey & Co., Chicago. . 23. 1922

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Boost for Advertising Expected from Packers' Merger

More Intense Fight for Business between Swift and Armour Is Now Indicated

MOMENTOUS developments in the selling end of the packing industry are expected to result, directly and indirectly, from the merger of Armour & Company and Morris & Company which, at this writing, seems in a fair way to be consummated. A PRINTERS' INK representative was told at the general offices of Armour & Company in Chicago last Saturday that all the preliminaries for the merger had been agreed upon and that many of the details having to do with the operating plan of the two companies after they had been organically joined had been worked out. Everything had been arranged so that the new deal could go into effect quickly once the Government's consent had been obtained.

PRINTERS' INK's informant expressed great confidence that President Harding would agree to the merger within a week and that the two companies would be operating and advertising as one at the first of the year. He told of advices from Washington on which he based his relief. But these, of course, must be kept confidential for the present. This seems to be one matter in which the Federal Trade Commission need not be consulted, the packers being under Government control as a result of a mutual agreement entered into some two years ago.

The merger of Armour and Morris with a united capitalization of about \$200,000,000 takes on added significance in its probable effect upon advertising as its true relationship to future plans becomes known.

The PRINTERS' INK representative was told both at the Armour and the Swift offices that the Armour-Morris merger was looked upon in the nature of a test case brought largely in an effort to feel out the

Government's general attitude and to create a precedent expected to lead to greater unions. The first public mention of the Armour plan made several weeks ago included Wilson & Company and the Cudahy Packing Company. Later it was said that the deal fell through because Wilson & Company wanted more money for its stock than Armour was ready to give. However, it is now looked upon as a certainty that once the Morris deal is consummated, the next move will be to make Wilson and Cudahy integral parts of Armour & Company.

This done, Swift & Company, according to stockyards gossip, would attempt a merger with the Hammond Packing Company of Chicago and Kansas City. Thus there would be only two major packing concerns in the country. Each would have practically un-limited resources in the way of facilities and capital. Each would be able to cut out waste and duplicated motion in operating and selling. The prices of packing-house products probably would be lower. Then would ensue the greatest fight for business ever known in the history of the packing industry.

Around what Swift might do has centred most of the interest in an advertising way since the first news of the proposed merger came out. Contrary to general opinion, Swift is by a considerable margin the largest single company in the packing business. Its gross sales run from two to three hundred million dollars a year larger than Armour's. One reason for the popular idea that Armour & Company stands in the lead in size doubtless centres around the outstanding personality of J. Og-den Armour. Right here is a highly instructive little advertising study in itself. Mr. Armour

has learned that the right kind of publicity has a valuable effect on a great business and he therefore is ready to lend himself to such publicity even though it is distasteful to him personally. Moreover he is easily the dominant figure in his company.

The Swift organization on the other hand is made up of six brothers headed by Louis F. Swift as president. The power and responsibility being quite evenly divided, there is no one man in the six upon whom public attention has centred. The Swift firm was foremost in the proposition of institutional advertising in behalf of the packing industry, but the individual Swifts are not public figures. The organization has been likened to a smoothly running sixcylinder machine.

Swift, now in the lead, is naturally going to do its level best to stay there. The firm has been advertising consistently right along when some of the others even including Armour, were pulling in. Right now, for example, Armour is out of the magazines temporarily while Swift has been going right ahead on a full schedule.

A few weeks ago, when it was expected Wilson & Company would be brought into the Armour merger, Swift was credited with a determination to get a running start on the enlarged Armour company by beginning 1923 with the greatest advertising effort that had ever been made by a packing company.

All the present indications tend to confirm this, although, with characteristic reticence, Swift is not doing a great deal of talking about its plans. Arthur D. White, in general charge of Swift's advertising and publicity, declared there was nothing spectacular in the firm's 1923 advertising plans, but admitted a substantial increase in effort had been decided upon. Mr. White significantly remarked that so far as he was able to see his firm had no need apprehension as to the stronger competition that might be expected from Armour if

the Morris deal became effective.
"In fact," he added, "I do not see why we should not aspire to getting some of the present Morris trade, in that event. There is nothing to compel customers to follow the flag in a case of this kind, you know."

Armour is also planning an enlarged advertising effort for 1923—at least in the use of newspapers and farm papers. The present lull has been caused partially by the nearness of the new deal brought about by the merger,

"There will be plenty doing after January 1," was the announcement from the Armour advertising department.

The thing that makes an advertising fight a certainty is the undoubted ability of the enlarged Armour organization to lower prices. There would be economies in production, but the greatest savings would come in selling and distribution. Where Armour and Morris now each has a branch distributing house in a city or neighborhood one would do. This would mean one refrigerator car instead of two taking daily replenishments of stock to that city or neighborhood. Instead of two sets of salesmen one could do the work.

With the addition of Morris to Armour the latter would be just about evenly matched with Swift. Thus the stage is set for a real advertising contest between two great concerns having capital without end and both with the highest ideals and best of brains. And if the thing goes along to what leading packers regard as the logical conclusion, leaving Swift and Armour the only big outstanding packers in the country, the contest will be even greater.

"And it will be a good thing for the business as a whole," one packer said. "The elimination of waste brought about by the present duplication of effort will mean lower prices. This will be good for the consumer. In consequence more merchandise will be sold which will mean a real benefit to the farmer."

1923 and Philadelphia

will pay big returns to the advertiser who cultivates the "third largest market in the United States"

More than 800,000 workers-men and women -are busy in Philadelphia's 16,000 industries, in carrying out the \$100,000,000 building program which is under way, and in the mercantile and business establishments of the city.

Indications are that big buying will continue through 1923-and the Philadelphia market will prove a valuable asset to manufacturers who teach the housewives and other buyers to ask for their products by name or trade-mark.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads-

The Bulletin



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

U. S. Post Office and ABC reports of net paid daily average circulation for six months ending September 30, 1922 — 485,145 copies a day.

New York-Dan A. Carroll, 150 Nassau Street

Detroit-C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd. Chicago-Verree & Conklin, Inc., 28 East Jackson Blvd.

San Francisco-Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London-M. Bryans, 125 Pall Mall, S. W. 1 Paris-Ray A. Washburn, 5 rue Lamartine (9)

(Copyright 1922-Bulletin Company)

. 23, 1922 effective

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Increase your business by adding strength to the sales support you are already giving the small town merchant,

who serves the town as well as the rural home.

The small town merchant is now buying in small lots from your jobbers. You want him to buy oftener and in larger lots. He wants to do it too. What the small town merchant needs to bring about this additional buying is adequate advertising support given through media actually read in the homes of those people on whom he depends to move goods off the shelves of his store.

If you are a national advertiser using a list of women's or general magazines you are already giving full support to large city sales. You are also giving some support to the small town merchant through the so-called "slop-over" circulation. CAPITALIZE YOUR ADVERTISING INVESTMENT BY REINFORCING YOUR SMALL TOWN COVERAGE through a woman's magazine, edited and published solely for these families who live outside the realm of apartment houses and "around the corner delicatessen stores."

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1,500,000 such homes may be influenced to buy

through publicity in THE HOUSE-HOLD MAGAZINE, which for 22 years has been preeminent in its field of genuine sales opportunity.

With 1,500,000 subscribers, 80% of whom live in the small towns and on farms, Household affords a means through which the advertiser can dominate the small town market.

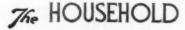
Beginning February 1923, the Household Magazine makes available

FOUR COLOR COVERS

process printed, to national advertisers.

This new dress opens a new phase of merchandising not only to full page color users, but to those who use smaller space in publicity appeal to support the retailers of the smaller towns, where sales will be quickly stimulated.

This market is responsive.



Topeka, Kansas

ARTHUR CAPPER, Publisher LAILAH J. COOPER, Adv. Mgr.

Advertising Headquarters 109 No. Dearbon Street Chicago, Ill.

Eastern Office 501 Fifth Avenue New York City

B. P. Bartlett, Special Representative

eff

Where Successful Advertisers Advertise Is a Good Place to Advertise

The sustained leadership of The Chicago Daily News in the daily newspaper advertising field of Chicago, year in and year out for more than a generation, can mean but one thing:

Successful advertisers—advertisers who must get results to remain in business—have proved and continue to prove by experience that The Chicago Daily News is the "medium of assured returns" in the Chicago territory.

With its 401,698 yearly average daily circulation—approximately a million and a quarter readers daily, 94 per cent concentrated in Chicago and its immediate suburbs—The Daily News practically "saturates" this rich, compact and populous market. It offers an economy of coverage greater than is offered by any other medium in The United States.

And successful advertisers, national and local, know this—and they place their advertising in

The

CHICAGO DAILY NEWS

First in Chicago

Impression Analysis Improves Sales Letters

What Impression Do You Want Your Letter to Create in the Mind of the Man Getting It?

By Harrison McJohnston

THE popular way to start writing something about the art of effective correspondence is to say there are no fixed rules—then proceed to lay down a few of the principles which, when applied, serve the writer well in making his letters more effective than they otherwise would be.

One principle that seldom fails to help a sales correspondent to write better letters may be called "impression analysis." It comes in before the letter is written, and it never fails to help if the writer

is able to apply it.

Impression analysis simply means that in preparing to write a sales letter, the writer gives his attention not to "selling points" as such, but to a thorough analysis of the impressions that must be made in the mind of the reader in order to get favorable response.

Whenever we read a good sales letter—one that catches us offguard if we happen to be in the
advertising business, and causes us
to do what the writer of the letter wanted us to do—we find that
our favorable response was stimulated by the fact that the letter
succeeded in making certain welldefined impressions upon us.

True enough, these favorable impressions were made by a combination of what was said in the letter and how it was said. But why did the writer say what he said and in the way he said it? The chances are at least ten to one that the writer either deliberately or without knowing exactly what he was doing had planned to make exactly the impressions that were made. His letter was good because he had thought in terms of the major impressions he must make in the reader's mind and not in terms of definite selling points as such. He went behind the selling points

to the reason why the selling points were sure enough points that would help make the sale; in other words, points which would help him in making the impressions that had to be made if the letter was to be successful. For there is an important difference between selling points and impressions. One is general; the other is specific; and it is the more general impressions to be made that control both the choice and the manner of presentation of the selling points.

THINKING IN TERMS OF IMPRESSIONS

Before citing an illustration of the difference between impressions and selling points, it may be well to compare impressions with business policies which control detail operation of a business. Impressions to be made by a letter, once definitely fixed in the writer's mind, control the detail of con-tents in the letter. The writer's whole effort is directed toward making certain definite impressions rather than stating certain selling points as such. He thinks in terms of the impressions that he wants to make, not in terms of selling points or of words and phrases-and his concentration on impressions more or less automatically guides him in his choice of selling points and of words and phrases, somewhat the same as concentration on policy guides the business executive in his judgment covering concrete cases, or as concentration on the legal prin-ciples involved guides a good lawyer in advising a course of action to a client.

It is not the easiest thing in the world to establish a business policy or to understand a legal principle, and it is in fact a difficult thing deliberately to define a set of impressions which, if made,

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will get favorable response to a sales letter—or to any other piece of selling copy; for impression analysis is equally effective in planning any kind of sales literature, or indeed a personal sales canvass.

I know a young advertising man in a bond house in Chicago who deliberately analyzes on paper the impressions he has to make whenever he plans a letter or a piece of newspaper copy or a whole campaign. He, in fact, started his job with this bond house several years ago by making a careful analysis of the impressions he wanted the public in general to have concerning his house.

He wanted the public to think and feel that his house was a thoroughbred "aristocrat" among the bond houses of the country, long established and with an enviable record of achievement in the service of the larger and more discriminating investors of the Middle West. He wanted all to feel that his was a powerful house as strongly entrenched as the rock of Gibraltar; that whatever his house said in print or in person could be appraised at 100 per cent value; that the counsel to clients of this house is given altogether for the welfare of the client-thus guarding the welfare of the house; that all clients take pride in the fact that they are served well by

In recent years this advertising man has given considerable thought to the problem of perfecting his outline of analysis of the major impressions which when made in the minds of that part of the investing public which composes the market this house most desires to serve will cause this type of investor sooner or later to enroll as a regular client. He has en-listed the help of nearly all salesmen in this organization, and they in turn have come to realize the value of reinforcing sales letters and other advertising copy by letting the fundamental impressions to be made guide them, too, in what they say to prospects and customers and how they say it.

this house, and so on.

This young man does not want

to publish his "perfected" outline major impressions. But he of feels that it is the very basis of When presenting a his success. specific bond offering to a specific part of his market, he nearly always makes, in writing, an analysis of impressions that must be made in that particular case; and this special analysis together with the more fundamental analysis previously mentioned enables him more readily and more effectively to write the kind of letters or advertisements that help distribute the bonds to "consumers."

"Here are the facts in the case. You are the judge. I am not trying any clever psychological stuff on you. Your interests are well served in bringing this particular offering to your attention. This is not a form letter. It unaffectedly tells me just what I want to know. The offering fits in well with my needs. I ought to add as much of it as I can to my holdings."

PLOTS HIS WAY IN ADVANCE

Such are examples of impressions-not copy, of course-designed to help make a particular letter make good. It will be observed that some of these impressions to be made in this letter are stated in the letter writer's own words, others are stated in the words of the reader. The easier and more efficient plan is to analyze impressions to be made by stating them in the words of the reader, somewhat as though the reader were talking to himself as he reads the letter. method of impression analysis is more realistic; it greatly helps the writer, in planning his letter, to see and feel the reaction he wants. He more fully puts himself into the place of his reader by this method. His mind, as he writes, is concentrated more fully upon the results he wants to attain. He is less likely to say things that get him nowhere in particular; and he is more likely to say things that get the results he wants. He knows definitely not only the action he wants the reader to take after reading his letter, but he also knows definitely the series

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of impressions which when made will get this action. And because he knows definitely where he is going from point to point or rather from impression to impression, he is much more likely to get there.

This has been the experience of this man and of others who consciously and deliberately use analysis of impressions as the basis of copy writing. It is, knowingly or unknowingly, the method of a good salesman or of a good orator who "loses himself" in concentration upon the reaction he desires to get from his audience. It is a principle which we all apply in successful selling, and it is one of the few principles which, when applied consciously, becomes a means of directing our selling efforts toward increasing success.

To set down in writing and in the words of the reader the right series of impressions to be made in a letter or in a sales talk in any case is likely to be an awkward thing to do at the start. Ordinarily this kind of sub-sales analysis is found difficult. Repeated effort is required in order to gain skill at it. But it forms the basis of more rapid and substantial development in the art of written and personal salesmanship. It is a more scientific method of procedure, but it does not interfere with spontaneity in the actual writing of copy or in a sales talk. It is merely making use of an analysis of results, vividly defined results, as a means of getting those results.

Much as we may look askance at college training in salesmanship, it so happens that the young man already mentioned got this idea of impression analysis and got his real start in analyzing impressions in a college classroom. Others also were students in that same classroom who are now rapidly forging ahead in the field of salesmanship. They got other practical scientific ideas there also, of which impression analysis is a good example.

As presented in the classroom,

The George L. Dyer Company 4.2 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Nov.

this idea was applied to the management of a retail store. case was that of a successful merchant in Danville, Ill., who had consciously analyzed the impressions that he wanted his store to make in the minds of the several classes of people in his trade zone-a somewhat different set of impressions to be made in the minds of each of three classes of customers and prospective customers. And this merchant's advertising, his merchandise displays, his clerks' methods of selling, and so on, were all pointed toward specified impressions—and the development of his business since adopting this more scientific method of procedure justifies a conviction that "impression analysis" is something well worth the serious consideration of anyone who has a selling problem-and who hasn't?

The Value of Clothes as an Advertising Medium

The value of clothes as a medium hich "sells" the individual as an advertising campaign does a product was stressed recently by Filene's, Boston, in an advertisement on men's clothing.

stressed recently by Filene's, Boston, in an advertisement on men's clothing.

"Advertising is the great power of the age," the advertisement declared. "It moves goods and it removes obstacles. It builds businesses and skyscrapers. It changes our habits. It fights wars and aids reconstruction. And it is as important to the individual as to the corporation.

"Bit hysiness were who say his prices."

"Big business men who pay big prices for executives maintain a file of 'likely men' for big jobs. The men who get

for executives maintain a file of 'likely men' for big jobs. The men who get on these preferred lists are 'advertised' men. Those not advertised remain all through life unhonored and unsung. "What you accomplish is, of course, your best advertisement, just as a better product is its own advertisement. But in neither case does this suffice. Given two men (or two products) of equal merit, the one that is better brown succeeds. known succeeds.

"The individual cannot, as a rule, buy advertising space to tell his merits. But there are things that every man can do to make himself, his work and his merits better known. The ability to meet other man and the second to meet other men, your personality, your conversation, your reputation,

your conversation, your reputation, your appearance, all are advertisements. "And good clothes, by and large, are the best single advertisement any man can have, not alone because they speak prosperity, but because without good clothes no man can hope to meet the right sort of people and make the right connections and impressions."

Florida City Advertises as Field for Investment

Avoiding the bromidic in community advertising is one of the none too easy tasks which the City Advertising Department of Jacksonville, Fla., appears to have accomplished in some of its recent copy. Instead of emphasizing the Florida climate, scenery and other attractions long since familiar to the reader of winter resort advertising the copy undertakes to sell Jacksonville on its merits as a field for profitable investment. Under the caption, "Your Money Will Earn More in Jacksonville," the copy says, "Interest rates are justifiably high, demand for money always strong and forms of security unusually good in Jacksonville, owing to rapid increases in population and property values. Jacksonville has been remarkably free from 'boom' and dull periods. Buy, build, loan or otherwise invest in Jacksonville and your money will earn more." cent copy. Instead of emphasizing the will earn more."

City of Chattanooga Plans to Advertise Itself

The Chattanooga Chamber of Commerce has appointed Howard McCall Chairman of a special advertising committee for the purpose of advertising the city. The plans call for advertising in national magazines and newspapers. The funds will be derived from special subscriptions as well as from a papers. The funds will be derived from special subscriptions as well as from a proposed tax levy of one mill by the City of Chattanooga.

Kohler Die Account with Chicago Agency

The Kohler Die & Specialty Company, De Kalb. Ill., manufacturer of skates, heaters, etc., has placed its advertising account with the Business Research Corporation, Chicago advertising agency. This agency has also obtained the advertising account of the National Union Bank of Jackson, Mich.

Nichols-Moore Agency Elects Vice-President

E. M. Peake, recently in charge of sales and advertising for the Steelcraft division of The Hydraulic Steel Com-pany, Cleveland, O., has been elected vice-president of The Nichols-Moore Company, advertising agency of that

Hires Turner Trade-Marks Glass Cases

The Hires Turner Glass Company, Philadelphia, has trade-marked its glass showcases and is advertising them in the newspapers under the name "Kleer Vue." The thought of the copy is the use of all-glass showcases for the display of goods of all kinds.

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The Indianapolis NEWS

94,390 lines *lead* over both Indianapolis papers combined (6 issues a week against 13) in food advertising, and 188,191 lines lead in women's store advertising is The News record, first six months of 1922. The woman is the *buyer*. In Indianapolis she buys from The News.

There's no argument about The Indianapolis News.

FRANK T. CARROLL
Advertising Manager

New York Office DAN A. CARROLL 150 Nassau Street Chicago Office J. E. LUTZ



"I live with the readers, putting in most of my time out on the road, traveling from New England down through the vast Mid-Continent field, to Houston. Last winter and spring I lived at Tulsa, Okla., the heart of the biggest oil producing and refining district of the world.

"News has the widest appeal of any reading matter. Furthermore, it is vitally essential to the oil industry, which is unlike most industries. To operate successfully in any branch of the oil industry one must know what is happening from day to day in oil the world over.

"First, National Petroleum News is a newspaper; second, an accurate reporter of technical and engineering development (which is also news as we handle it while fresh) and third, a carrier of constructive material to make for better oil men better methods and more profit for our readers.

"Hence our editorial staff is out on the road all the time in personal contact with all in the industry everywhere."

It's getting the "jump" that counts in the oil industry. "Jumps" are made on instant news of crowding activities by men who buy millions at a crack. And they read and act on the spot reports of NATIONAL PETROLEUM NEWS—where your sales story should be.

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Facts on oil markets available at all offices—
· Cleveland, New York, Chicago, Tulsa and Houston.

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Try it out in Representative Milwaukee

Automobiles—

There are enough passenger automobiles in Wisconsin to make it possible for every man, woman and child in the State to ride at one and the same time. And without crowding.

A State on wheels!

The Journal is the motorists' newspaper. More than 10,000 motorists are members of The Journal Tour Club. "Brownie," The Journal's pathfinder, annually tours more than 35,000 miles of Wisconsin Highways to give Journal readers authentic road and tour information.

"The Call of the Open Road," now in its seventh year, was sold to approximately 65,000 motorists this year alone. This book is prepared and sold by The Journal.

Small wonder that automotive advertisers rely on The Journal to carry their advertising to the motorists of Milwaukee, Wisconsin and Upper Michigan.

The Milwaukee Journal

FIRST-by Merit

[&]quot;As Milwaukee Buys-The Nation Buys!"

A Gift Shop with Advertising Initiative

Owner of a Small Store in Brooklyn Calls upon Famous Men and Women of History and Literature to Help on the Advertising Stage

I growing so popular with wo-men of the upper middle classes in this country, offers many opportunities for resultful and interesting advertising, yet the majority of shops that sell these articles have passed by such opportunities.

In Brooklyn, N. Y., a store of this type, the Butterfly Gift Shop, has aroused the interest of patrons to itself through advertising, despite the fact that it is in a neighborhood long since calloused to the methods of small stores.

The owner of this shop, Miss Clare A. Graeffe, has been an omnivorous reader, and she has taken from the background thus acquired copy material that inter-ests and sells. Take, for example, the use she has made of her knowledge of the life of Napoleon in copy designed to sell lamp shades. This copy, written for a small-space newspaper advertise-ment, under the heading "Shades of Napoleon" read:

"Napoleon Bonaparte ghost stories. So much so that he set aside a special room for this pastime and had a designer produce a peculiar gray-toned candle shade that gave a ghostly appearance to the nook where his favor-

ite tales were told.

"You will find that we have been quite as scrupulous as Napoleon in the choice of the lamp shades we have at the Butterfly Gift Shop. They are created to fit a purpose, so no matter what your need may be we will doubtless be able to serve you."

In another newspaper advertisement Miss Graeffe tells about Sarah Bernhardt's love for paper dolls and of the fame she won in following this gentle art while in a convent. The rest of the advertisement of course featured

paper dolls for youngsters. In direct-mail work, as well as in newspaper copy, Miss Graeffe

HE line of gift and art wares, has gone in for these human interest snacks. A letter featuring writing paper will aptly illustrate This letter read: the system.

Gift giving is a noteworthy custom as old as Man. And still it is not necessarily an elaborate or an expensive virtue.



WHO WOULD THINK OF ASSOCIATING BALZAC WITH THE SALE OF POTTERY?

Some 300 years before Christ, for instance, the Emperor Ho-to, of China, sought the good-will of the mighty Roman Court. With all the resources of the wealthy Oriental monarch, what do you think he sent? A thousand sheets of hand-made paper! A thousand sheets of hand-made paper is, truly, the Gift of Kings—especially the rich-looking, distinctive kind of paper we carry at the Butterfly Gift Shop.

Heavy, regal stuff, imported from the famous mills of Italy and France. One could not think of a more acceptable gift for a friend.

Stop in and see it. Even for the friendless, it is good to look at!

There seems to be no end to the fund of anecdotes in this cam-paign. Sir Walter Raleigh once

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bet Queen Elizabeth that he could weigh the smoke that came from her pipe. He won by calling the difference between the fresh pipeload and the bowl full of ashes the weight of the smoke! So Miss Graeffe uses it to sell smok-

ing things to women. Victor Hugo got 30 Pounds Sterling for his first book-and he spent it in a Parisian gift shop on a gift for his sweetheart Adele, Miss Graeffe uses that. No historical character, so it would seem, can rest in peace if he has ever done anything that might be turned to good account by this active Gift Shop lady in her copy.

The result has been interesting. It has brought business, of that there is no question. But even better, from one viewpoint, it has attracted a splendid class of trade. In a section filled with both newly rich and the experi-enced rich, the latter is the better material for such a merchant. Copy of this type has really segregated the wheat from the chaff and brought in friends who seem to feel a kindred spirit behind the little shop on the corner.

After all, atmosphere is the chief trick in the gift and art This is the atmosphere that beats down the price-cutter. And advertising of this kind can give the atmosphere.

J. H. Cross Agency Appoints T. Harry Thompson

T. Harry Thompson has been appointed head of the copy department of the J. H. Cross Co., Philadelphia. Mr. Thompson recently resigned from the copy staff of the F. Wallis Armstrong Company, also of Philadelphia. He had previously been with N. W. Ayer & Son at Philadelphia and New York for six years. Mr. Thompson had also been with Murray Howe & Co., now part of the Wm. H. Rankin Company.

Chicago Advertising Women Hear Richard H. Waldo

Richard H. Waldo, publisher of Hearst's International, New York, addressed the members of the Chicago Women's Ad-vertising Club at a recent meeting.

retrising Club at a recent meeting.

The club celebrated its fifth anniversary at a dinner on November 21.

The speakers on this occasion included Mrs. Helen Carter Johnson, Miss Mary Crowly, Miss Jessamine Hoacland, Mrs. Bernice Blackwood. Mrs. H. G. Judd, and Miss Agnes Pillney.

M. A. Carpenter Joins Detroit Agency

Matthew A. Carpenter, formerly with Crissey & Carpenter, Chicago advertising agency, has joined The Fred M. Randall Company, Detroit advertis.

M. Randall Company, Detroit advertiing agency, as a member of the stafof the Chicago office.

The advertising account of the Falk
Corporation, Milwaukee, Wis., manufacturer of Falk Herringbone Gears,
has been placed with the Chicago office
of the Randall agency.

J. C. Penney Company Sales

J. C. Penney Company, Inc., reports sales for October, 1922, amounting to \$5,931,788, an increase of \$608,863 over the sales for the same month last year. Total sales for the ten months ended October 31 were \$37,021,875, an increase of \$200,847 over the corresponding period in 1921.

With Spokane, Wash., "Spokesman-Review"

Miss Alice Perry, formerly with Critchfield & Company and the Porter-Eastman-Byrne Company, Chicago ad-vertising agencies, Bas joined the staff of the merchandising and publicity de-partment of the Spokane, Wash, partment of the Spokesman-Review.

Fuqua Turner with St. Louis Printers

Fuqua Turner, formerly executive secretary of the St. Louis Advertising (lub and the St. Louis, Mo., Centernial Association, is now manager of the service and promotion department of the Mendle Printing Company, St.

With Matthews Engineering Company

Orville E. Reed, formerly with the Merganthaler Linotype Company, New York, has been appointed advertising manager of the Matthews Engineering Company, Sandusky, O., manufacturer of farm electric light and power plants.

Carl H. Norton with Fresno "Bee"

Carl H. Norton, recently advertising manager of the Denver, Col., Express, has been appointed advertising manager of the Fresno, Cal., Bee. Before joining the Denver Express Mr. Norton had been with the Cleveland, O., Press.

The magazine advertising account of Ine magazine advertising account of James McCreery & Company, New York department store, has been placed with Carr & Columbia, Inc., advertising agency, New York. Donald B. Foret-man, formerly with the Century Com-pany, publishers, has joined the staff of Carr & Columbia, Inc.

PAINTING



An unpublished portrait of the Duckess of Alba, by Ignacio Euloags

T is significant that Ignacio Zuloaga permits only Vanity Fair to reproduce his new paintings in America. Seeing his work, along with that of other artists of forward-looking vision such as Rockwell Kent, Picasso, Augustus John and many others, men and women of discriminating standards at once realize that Vanity Fair is edited exclusively for them. That explains their confidence in the advertising in Vanity Fair. They have a similar feeling that this also is addressed to people of their particular class.

VANITY FAIR

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The Tendency to Curtail Lines

WILSON H. LEE ADVERTISING SERVICE NEW HAVEN, CONN., Nov. 11, 1922. Editor of PRINTERS' INK:

Could you give me references within the last three or four years of articles showing the tendency or lack of tend-ency of manufacturers to curtail the extent of their lines? I understand there is a movement on

foot now to simplify manufacturing output.

WILSON H. LEE ADVERTISING SERVICE, CLAUDE SCHAFFNER, Manager.

was during the war that simplification of production made its biggest strides in this country. The reasons are too well known to call for reiteration. When competitive conditions were restored the movement received a setback. Manufacturers showed a tendency to revert to former prac-tices. New styles, numbers and models were brought out so that

every whim might be satisfied.

At this point the Government stepped in. Secretary Hoover, in particular, had long been an exponent of manufacturing simpli-Under his guidance various committees conducted extensive researches which disclosed the tremendous waste an unbridled catering to individual fancies was The result was the forcausing. mation of the Division of Sim-plified Practice, which is under the jurisdiction of the Department of Commerce.

It is this Division which is the impelling factor back of the re-vived interest in simplification. An article explaining the activities of the Division appears on page 170 of PRINTERS' INK for September 21, 1922. Secretary Hoover and the officials of the Division of Simplified Practice were interviewed during the preparation of this article and it may be read in the light of an authoritative outline of the purpose and scope of the Government's activities in the matter of eliminating economic waste due to excessive and unnecessary diversification.

Previous to that reference the subject had been discussed fre-

quently in the PRINTERS' INK Publications. A complete list of these articles was published on page 41 of the May 4, 1922 number.-[Ed. PRINTERS' INK.

W. H. Duncan Returns to Hoyt's Service

William H. Duncan, one of the organizers of The Wurts-Duncan Company, advertising agency with offices at Oakland and San Francisco, Cal, and Boston, Mass., is now with Hoyt's Service, Inc., New York advertising agency. He will be assistant to the manager of the Springfield, Mass., office.

Mr. Duncan had been with Hoyt's Service, Inc., previous to forming The Wurts-Duncan Company.

Herbert Hanlon Buys "Pacific Ports"

Herbert Hanlon, publisher of Pacific Shipping Illustrated, Seattle, has purchased Pacific Ports from Frank Waterhouse & Company, also of Seattle. The publication offices of Pacific Ports have been moved to Los Angeles.

Appointment by Atlantic City, N. J., Newspapers

Robert E. Peifer, formerly with Gormely-Smith-Peifer, Inc., Atlantic City, N. J., advertising agency, has been appointed advertising manager of the Atlantic City, N. J., Press and Union.

Buys "Drugdom"

The Standard Remedies Publishing Company, Chicago, has bought Drug-dom from the Merchandising Publishing Corporation, also of Chicago.

Kinsey Burr has joined the Queen Incubator Company, Lincoln, Neb. He will be in charge of the advertising and sales promotion department. For a number of years Mr. Burr was with the Con P. Curran Printing Company, St.

The S. Blickman Company, Long Island City, N. Y., manufacturer of aluminum ware and hotel equipment, has placed its account with the Mailo Advertising Service, New York.

Andrew K. Reynolds, recently with the Washington, D. C., Daily News, is now a partner in the Darling Printing Company, of that city.

E. Lawrence Sampter has been ap-pointed sales manager of the A. F. Meis-selbach Mfg. Co., Inc., New York, fishing reels.

TAPPÉ! It is a name to conjure with wherever the most exclusive fashions of Fifth Avenue and of Fifty-seventh Street are known. And every month Herman Patrick Tappé offers two pages of his own original creations to the women of wealth and social position who read Harper's Bazar.

Harper's Bazar

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Solving the shipping problems of a great new enterprise

CANNED milk was a new venture for the Dairymen's League. Naturally they studied distribution problems from every angle.

They conducted a thorough, impartial investigation of packing and shipping methods. They made an intensive study of the relative merits of wood and fibre cases. And after considering every factor in the situation — economy, protection, efficiency—

They decided on Gair Solid fibre shipping cases!

OU. 23, 1922

RIGID and compact, inexpensive and easily handled, Gair cases have reduced shipping losses and cut packing costs for leading manufacturers in many different industries. Tough and leathery, they stand much more rough handling than wood. No splitting, smashing or spilling of contents.

Gair cases fit their contents exactly, leaving no room for dangerous shifting. They are moisture-proof to a degree far beyond that necessary for normal service. They save storage space, as they are stored flat. Set up in a moment, they are packed and sealed quickly. Their rigidity and strength enable them to be stacked effectively in the ware-house.

At no cost to you, our experts will visit your plant and study your particular packing and shipping problems. Or send us a shipment of your product, and we will return it in a fibre case especially designed and scientifically tested to meet your individual needs.

Gair service covers every essential of modern package merchandising: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

Send a postal for your copy of the Gair Service Booklet!

ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO . PHILADELPHIA . BOSTON . BUFFALO

Member of C Container Club

Who were the men Who made 22c Cotton?

Government Millions Helped—But, WHO were the MEN?



CARL WILLIAMS

THE FARM JOURNAL, (Philadelphia) August, 1922, says editorially:

"THE war finance corporation is through. It is still lending money and its official life lasts until next summer, but from now on it will be collecting, not distributing.

"It was a lively twelve months, to be sure
—a memorable twelve months, and a
memorable test of the power of ample
credit to stabilize prices of farm products.

"Consider cotton, on which so much of the corporation'swork was concentrated. Cotton was in a strong position last fall, and some advance from eleven cents was certain. But who can believe that the cotton trade would have allowed the price to go to eighteen and twenty and twenty-two cents if they could have stopped it? What did it was CARL WILLIAMS and his able associates and the invincible backing of EUGENE MEYER, Jr., and his government millions, and nothing else in the world."

Carl Williams is Editor-in-Chief of The Oklahoma Farmer-Stockman. He is also President of the American CottonGrowers Exchange and Director of The Oklahoma Cotton Growers Association.



Edgar T.Bell, Adv.Mgr.

Oklahoma City Okla

E.KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

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The Government of Formosa Advertises Tea

Modest Effort May Mark the Beginning of More Pretentious Campaigns

SINCE the war, several attempts have been made by the Tea Association of the United States and others to induce the governments of the various tea-growing

countries to increase the consumption of the product in this country by advertising nationally. And although all attempts to get together on a campaign have failed, they have undoubtedly influenced the Formosa Government to try out a small campaign to advertise Formosa Oolong Tea in several of the Eastern States.

Although the advertising started but recently, and has about five more months to run, several present results are not only interesting as a governmental attempt to stimulate trade on a product, but also to those who merchandise goods that are used by packers and manufacturers and that can be made known by name to the public.

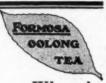
The advertising is running in thirteen newspapers in four cities in Massachusetts besides Boston, Hartford, Portland, Providence, Newark, Jersey City, Philadelphia and New York. Each paper will have forty-eight insertions over a pe-

riod of six months. There are six- in which the advertising was runteen changes of copy, and the space used for each varies from 100 to 300 lines.

All of the advertisements illustrate a tea leaf as a trade-mark,

and about half of them carry small line-drawings of scenes in the tea fields of Formosa. The first advertisement is headed, "For the Real tea taste, ask for For-

> mosa Oolong Tea." It is 100 lines by three columns, and its text, which follows, is generously spaced and set in twelve point:



What the COLOR Tells You

FORMOSA DOLONG TEA

Has the color of liquid amber the cup. Other tess when infer are darker and reddish brow Absence of fermentation courses FORMOSA COLONG TEA to retain the green color of t

If you examine the leaf of FOR-MOSA OULONG TEA after infusion, it will appear GREEN (except about the edges). This is the natural color of the leaf. The fragrance, too, is natural. No foreign substances are used either for color or aroma. FOR MOSA OOLONG TEA is no.

only the purest and most delici ous ten you can buy, but it is th most healthful. Analysis show a FORMOSA OOLONG



A CHAPTER OF THE STORY THE ADVERTISING TELLS

Those who have once tasted the deliciousness of Formosa Oolong Tea make it their final choice and have no other.

For flavor, color, body d fragrance, Formosa For flavor, color, body and fragrance, Formosa Oolong Tea has no equal. It is the purest tea you can buy. It is grown and prepared under the care of the world's best tea experts.

Formosa Oolong Tea is the choice of those who

the choice of those who know. If you've never tried it, today's a good day to begin. Be sure to use the full name in ordering.

Advertisements that follow deal in a similar way with the growing, picking, packing, flavor and appearance of the tea. And several of the small spaces are used merely for reminder copy, such as, "Remember when you ask for Formosa Oolong Tea-use the full name."

After the first few weeks' advertising several large packers in the East reported an appreciable increase in the dealer demand for Formosa Tea, especially from the cities

ning. Before the campaign started, a portfolio of proofs of all the advertisements with a letter of explanation was sent to all packers who covered the terri-

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tories affected. The Tea Association of the United States also requested its members to co-operate in making the advertising a suc-cessful encouragement to further governmental effort along the same line. Several packers were interested enough to advertise their own brands and mixtures of the tea. And all who were heard from promised their support in giving wide distribution to Formosa Tea during the campaign.

Many retail stores throughout the cities in which the advertising is appearing are putting in special window trims. One large chain is co-operating with special sales and window trims during an advertised Formosa Oolong Tea Week. And a few large retailers have advertised some special brands of Formosa in the papers carrying the government's adver-

The product has had a wide sale and distribution in this country for many years, and for a number of seasons it has been advertised to the packers and dealers through trade journals. The trade papers are still being used to hasten the movement of the 1922 crop, and they will be continued. And if the results from the present campaign to the consumer continue as they have started, it may be that the advertising of tea by the Governments of tea-growing countries will be established permanently in this country.

Has World's Record in Producing Light Weight Oilcloth

"The Standard Textile Products Company is the largest producer of light weight oilcloth in the world," Alvin Hunsicker, first vice-president, states in a recent advertised summary regarding this company. Among its products are several trade-marked articles, such as "Sanitas," a washable wall covering, "Meritas" oilcloth and "Meritas" leather cloth, which, he says, is commonly spoken of as "imitation leather."

Beech-Nut Profits Running Over Million Dollars

The Beech-Nut Packing Company, Canajoharie, N. Y., reports net profits of \$1,692,803 for the nine months ended September 30, 1922.

The Chinese Want American Products

Many a rich Chinese merchant of to-day rides in an American automobile, talks on an American telephone, sleeps in an American brass bed, is awakened by an American alarm clock, shaves be fore an American mirror with an American razor, carries an American watch and wears American shoes, the Department of Commerce says in a re-cent bulletin. This bulletin says:

cent bulletin. This bulletin says:

"He still clings to his silk robes, but often above them wears an American hat instead of the black skull cap with

hat instead of the black skull cap with its red button, and almost invariably holds up his socks with American garters. The Chinese woman, too, under the edge of her silk pantaloons frequently displays a garter made in the U.S. A.

"Even the coolie has not been unaffected by the introduction of Westem wares. His blue working clothes, which are generally his Sunday suit as well, are made of cotton cloth from the West, much of it American. In many cities he works in a factory at an eleisure hours studies American labor unionism. Recent increases in wages leisure hours studies American labor unionism. Recent increases in wages in many places have resulted from strikes conducted on American lines. In Shanghai, Tientsin, Hankow, Canton, he rides on a trolley car instead of the old-time wheelbarrow, and everywhere he smokes British-American Tobacco Company eigarettes.

"The average coolie or peasant may be only one jump ahead of the sherifishout he manages to get enough copper somehow to have some Western article in his house for use or wear, and the wealthy Chinese have fat bank accounts to draw on when something American

to draw on when something American strikes their fancy. High and low, the Chinese offer an enticing market to American exporters."

British Hat Manufacturers Discuss Co-operative Advertising

A subject that is receiving much attention in the hat manufacturing centres of Denton and Stockport is the question of a co-operative advertising campaign. Many houses aftim that whereas foreign manufacturers very often extensively advertise their loss as the property few Right lines, up to the present few British hats have been brought to the public's attention.

Some firms have proposed a plan whereby a small sum weekly would be collected from each hat manufac-turer in the country and utilized for a combined advertising appeal.—New York Daily News Record.

F. F. Pohlman formerly with the Ronalds Press & Advertising Company. Ltd., Montreal, Canada, is now with The L. S. Gillham Company, Inc., Los Angeles advertising agency. He was at one time with The Cramer-Krasselt Company, Milwaukee, Wis.

Nov. 23, 1922

PRINTERS' INK

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"Candid Opinion"

"I have heard very favorable reports concerning Cosmopolitan's Motoring Service Department so I would like your opinion on certain matters.

Cosmopolitan's "candid opinion" is being asked on many matters of vital interest to motorists.



W. S. BIRD

A. C. G. HAMMESPAHR
Business Manager

J. J. BARNETT
Western Sales Manager

10.23.1922

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Thick-Shelled Words

A Semi-Sequel to "Mr. and Mrs. Typical" By P. K. Marsh

HERE is a new advertising textbook on the market even though, when it was being written, the advertising phase of its service was probably not even remotely in its author's mind.

Advertising men who have read "The Iron Puddler," Secretary of Labor Davis's own story of his life, will certainly agree with me that the preface can be taken entire as an advertising sermon rich with advice worth heeding. And, when there is need to appeal by the written word to the man who earns his wage by muscle and perspiration, the pages which follow ought to afford a muchneeded human insight to those copy men whose routine throws them in contact with only the linen-collared strata of society.

It is from one of the graphic epigrams of that preface that I have borrowed my title-"But thick-shelled words do make a prison. They are something that the human mind cannot penetrate."

For seven pages the author peppers his preface with sentences that fairly burn with advertising

logic.

"The brain worker who talks to the hand worker in a special jargon the latter cannot understand has built an iron wall between the worker's mind and his mind," Secretary Davis points out. "If big words cause misunderstandings," he writes a little later (I am quoting disconnected passages), "why not let them go? . . . Why should the brain worker invite the manual worker to a confab and then serve the feast in such longnecked language that the laborer can't get it? . . . This long-necked jargon must go. It is not the people's dish . . . The professional man plies words - the working man handles things All my life I have been changing big words into little words so that the employee can know what

the employer is saying to him." "Thick - shelled words" and "long-necked jargon" are two phrases that should become a permanent addition to advertising terminology, to serve as continuous warnings to copy departments possessing a tendency to leave solid earth on polysyllabic wings ("Polysyllabic" and "terminology," by the way, are perfect examples of the kind of words which copy writers should understand—and avoid).

PONDEROUS WORDS

Please do not think that those are too extreme examples, I admit that it is difficult to conceive of their use in an advertising message but their omission isn't due to their length and complexity. It is more probably traceable to the fact that they don't apply to the kind of things usually heralded on advertising pages. For instance-

A motor truck advertiser collects "incompatible," "utilization," "incomparable," "ensuing," "obvi-ously" and "adherence" into a single paragraph, surely an obstinate nugget of thought for many an able truck boss or traffic superintendent, educated in a garage rather than a university, to attempt to crack.

"Invest" in the sense of "to clothe with" is a decidedly outof-the-ordinary word and yet a food manufacturer assigns to its tender mercies the lead-sentence

of his message.
"Inherent," "enhanced," "symmetry," "unsolicited," "tortuous" and "supplements" are all used by advertisers of medium-priced cars in place of simpler substitutes. ("Inherent," by the way, appears to be particularly popular just now with copy writers, running close behind "substantial.")

A phonograph maker deems it necessary or advisable to use "collaboration," "rendition," "cul-



JOURNAL ROTOGRAVURE

The Minneapolis Journal now offers to the national advertiser a maximum value in pictorial representation as well as in quality circulation throughout the Northwest. The Journal publishes an eight page, full size rotogravure for which forms close three weeks in advance for any Sunday.

THE MINNEAPOLIS JOURNAL

Represented in New York, Chicago, and San Francisco by O'Mara & Ormsbee, Inc.

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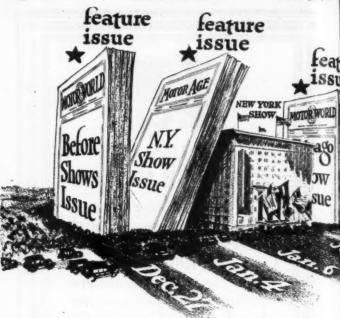
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2,119,227 motor vehicles have been <u>made</u> and <u>sold</u> this year Next Year they'll be Running!

THAT Makes the Annual Meetings at New York and Chicago—the Motor Shows—of tremendous import to all connected with the Trade and Industry.

In New York there will be two Shows—one at Grand Central Palace, the other (with a Giant Accessory Store) at Madison Square Garden.

Every Distributor, Dealer and Jobber who can get there, will be there.

BUT—THE THOUSANDS WHO CAN'T GO WILL HAVE TO DEPEND ON THE SHOW NUMBERS OF Motor Age and Motor World. These magazines will tell them, even better than the shows mean—to them. And the advertisements therein will serve as shopping guides to Jobbers and Dealers alike.

Motor World of December 27th tells them in advance about the New York. Show. Thousand of Dealers and Jobbers who attend will be carrying with them a copy of that issue, or articles and advertisements clipped from it, as memoranda to guide their inquiries and their purchases at the New York Show.

Motor Age of January 4th will carry the same message to thou-

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feature issue Please send copy for Motor Age to Chicago Mallers Building

Copy for Motor World to New York 239 W. 39th Street

> Forms close 5 days prior to publication



sands of other Dealers, Jobbers and Distributors. (There's less than 4% duplication of circulation).

Motor World of January 13th and Motor Age of January 25th will carry the story of the Chicago Show in advance, so that their thousands of readers, whether they

attend that show or not, are in position intelligently to study and weigh conditions, to sort and select from the great mass of salable material offered them the particular products which seem most favorable to their individual circumstances and geographical position.

The readers of these two business papers are picked men—thousands of real merchants, responsible, financially able business men, who do nearly three-quarters of the entire annual business of the automotive trade. An advertisement addressed to them in the pages of these Show Numbers, will prove—because of the unusual interest centering on this particular time and place—of extraordinary value to you.



THE CLASS JOURNAL COMPANY

New York, U. P. C. Bidg.; Chicago, Mallers Bidg.; Boston, 185 Devonshire St.; Philadelphia, Wid:ner Bidg.; Cleveland, Guardian Bidg.; Detroit, 317 Fort St., West; Indianapolis, 1212 Merchants' Bank Bidg.

Publishers of AUTOMOTIVE INDUSTRIES, MOTOR WORLD, MOTOR AGE, COMMERCIAL VEHICLE, EL AUTOMOTIL, AMERICANO, MOTOR BOAT, DISTRIBUTION & WARE-HOUSING, THE TIRE RATE BOOK

tural," "radical," "fundamental" and "virility"-yet the phonograph has "substantially substantiated" a more universal appeal than such words possess.

Undoubtedly there are more people who need a certain drug advertiser's merchandise than can read and give immediate defini-tions of "integrity," "pharmaceuti-cal," "detrimental," "bland," "granular" and other words in his message.

Film producers, in spite of their time-proved fascination for juvenile and unlettered minds, shoot well above a large section of their potential audience with "poign-"unpretentious," 'attri-

butes" and "abysmal."

And here and there in the same issue which produced the samples already quoted are such other "long-necked" words as "embel-lishments," "disintegration," "cul-mination," "accredited," "expedi-ency" and "excresences," not one applied to a piece of merchandise limited to an educated market.

A rapid paging of another magazine, also of decidedly popular appeal, harvests such other "thick-shelled" words as "hyper-critical," "fastidious," "youched," "unobtrusive," "buoyant," "rigorous," "prodigy," "heralded," "cri-terion." Many a selection seems to indicate a studied effort not to use an equally accurate but more familiar word as when "conven-tional" or "habitual" is used in place of "usual"; "delectable" rather than "delicious"; "inevitably" instead of "surely" or "in the end"; and "eliminating" where the more homely and forceful "getting rid of" would have better fitted the context.

A copy of a third publication furnishes, even on the hastiest of inspections, "eulogy," "discriminating," "analyst," "diverse," nating," "analyst," "diverse," "skepticism" and "spontaneity" nor is any one of the six employed by an advertiser whose market is in any way a matter of "class" rather than "mass."

It is impossible to attempt even an approximate calculation of the effect of such words in a piece of There is no means by

which you can group on one side the readers upon whom these particular words made the maximum effect and collect on the other side the readers to whom they carried only a foggy impression or else no meaning at all. This, however, can probably be said with perfect truth-that the collective effect of each sentence on both groups would unquestionably have been greater had simpler words substituted. A cultured audience can understand both the "long-necked" word and the simpler term but the unlettered man comprehends only the latter.

It can all be summed up in another quotation from Secretary Davis. After telling of an experience in which the use of an everyday abbreviation brought about a confusion in readers' minds and cost him votes in a political campaign, he closes a chapter with

these words:

"It taught me the value of exactness. I never again put out any puzzling language, but fried to stick to words that could not be misunderstood."

He should have italicized the

last four words.

New Trunk Company Will Advertise

Jenkins, Farson & Walberg, Chicago advertising agency, have been appointed advertising agency, have been appointed to handle the advertising of the Wheary-Burge Trunk Company, Racine, Wis., manufacturer of Wheary cushioned-top wardrobe trunks. The company was recently formed by George H. Wheary, formerly vice-president of the Hartman Trunk Company, Racine, Wis.; George F. Grube, formerly president of the Grube-Myering Trunk Company, Chicago, and Harry L. Burge, who has been Pacific Coast sales representative for the Hartman Trunk representative for the Hartman Trunk Company.

Salesmanship Books to Be Nationally Advertised

The Knox Business Book Company, Cleveland, O., will begin a national campaign in January, 1923, to advertise its books on salesmanship. This campaign will be directed by the Cleveland office of Nelson Chesman & Co., St.

office of Nelson Chesman & Co., St. Louis advertising agency.

The Pennsylvania Oil Products Company, Warren, Pa., manufacturer of Elreco motor oils, has also placed its account with this agency.

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Death

SOME DAY, somewhere, all alone, you and I must step into the dark. How shall we act when our time comes? Is the end of living a greater adventure? Or, is it merely defeat?

One night not long ago, in a Boston hotel, Irvin S. Cobb fought for twelve hours to keep his grip on life. Seven times he slipped down as close to death as a man can go, and live.

He was conscious throughout. He knew and felt and thought; and in THE AMERICAN MAGAZINE for December

he tells—an extraordinary fragment of autobiography.

Says MR. COBB:

"I have not set down this account merely through a desire to talk about my own ailment or to glorify in print my own adventure...

"I think I have a decenter motive. We are all of us going to die. Some may look upon death with indifference, some with a shrinking dread in their souls. Some—and this, I assume, means the majority—in times of health put from them all contemplation of death as a concrete fact; even so there must be hours when they speculate upon it as applying to themselves.

of

"So to all such, I, who have skirted the Valley of the Shadow, say that if my own experience is typical—and it surely must have been—then those among us whose lot it will be to face the finish while still in reasonable possession of our faculties, will face it without fear and without bitterness, without reluctance and without repinings, without sufferings, whether physical or mental; we shall find it, at the last, but a peaceful transition, an eternal change mercifully accomplished."

There are more than a dozen features in The American Magazine for December, but this, by Irvin S. Cobb, is one of the great human documents of our generation.

Other magazines are made for us; this magazine is made of us. It lives our lives—enlarging our friendships, inspiring our progress, fighting our fears.

Even the fear of Death.



1,800,000 Circulation

Frank Brancher, Advertising Director

The Crowell Publishing Company
381 Fourth Avenue New York, N. Y.

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Human Copy Helps Win in Political Campaign

Candidate in Shreveport, La., Wins Uphill Battle with Help of Earnest Advertising Appeal

By Robert Bostick

THERE were many surprises in the last election. Many influences were at work. Advertising was used by candidates of all the political parties. Often the political copy was of the stereotyped variety. Many politicians apparently did not appreciate that they could learn from the copy used by a commercial organization and that generalities "get by" no better in advertising copy than they do in campaign speeches.

Nowhere perhaps was the value of the force of advertising to appeal to the common sense of the individual voter better exemplified than in Shreveport, La. It was a hot little election down there among the men who were running for Commissioner of Streets and Parks. After the first primary there were two candidates, one a man sixty-six years of age, R. N. McKellar, and the other C. D. Evans, a young civil engineer who made his run primarily because of his profession.

Mr. McKellar had held several offices in the city prior to its growth in population, so the problem arose of getting over to the new citizens his record and his qualifications.

One of the arguments used against his candidacy was the fact that he was sixty-six years of age. To meet this argument of the opposition, advertising copy was used which said, "Old? No! Mature? Yes!" Then the work of other older men was enumerated such as that of Georges Clemenceau—then 76—called in by France in its most desperate crisis; that of Marshal Foch, to whom was intrusted the amalgamation of the Allied forces at 65; John D. Rockefeller's activities at 83; Edison's at 75. Other famous men were mentioned to

show that 66 years was not too old for a man to be able to serve the public.

Both sides used advertising in the campaign. Mr. Evans took space to ask people to vote for him on the basis that he was the "white man's" friend. McKellar's advertising manager, who happened to be his daughter, an advertising copy writer, answered this by an advertisement which said, "What is a friend?" His opponent had said that he was committed to the employment of white labor offered.

A BLOW FOR A BLOW

McKellar's advertising manager said that he would use white men in white men's jobs but that he didn't mind admitting that he was a friend of the negro. The copy said, "A man that even a negro can trust may certainly be trusted to serve the city to which he has proved a friend for the past forty-four years, to her best advantage."

At the bottom of the opposition advertisement appeared the words, "Written and paid for by Union and Non-Union Friends." At the bottom of Mr. McKellar's advertisement appeared, "Written and Paid for by Reube's daughter." The opposition used space to state that a civil engineer should be given the position. McKellar's copy proceeded to point out that the city employed an engineering force.

In addition to the large copy used for a month before the campaign in a list of Shreveport papers, smaller copy, taking up the qualifications of the job, one at a time, was interspersed among the larger advertisements.

Then the campaign grew hotter. "What is McKellar's Record?"

Nov.

asked one piece of copy which was answered by the other side in an advertisement which said, "In answer to the scurrilous attack made by Chas. D. Evans on Reube Mc-Kellar—" and then the record appeared. The opposition answered this by saying, "What is Scurri-lous?" Then after a Webster

Cousins and Friends, don't neglect to vote!"

Just before the election took place, copy was used in a final appeal to the children of the city. You know that he knows you, because you've always come out early every morning to wish him 'good-day' in your piping voices

when he was making sidewalks or curbs, or building walls around your mothers' houses. And then you'd go and mock his own rumbling bass. You remember him and the sand piles he worked with and how he put those walks down for your feet to run on all over town. Now, on Tuesday there is going to be an elec-tion. Your mothers, and fathers and all your relatives and friends are going to say just whom they want to look after the places for you little folks to play in. Remind your mother, and your father, and your grandmothers and grandfathers, and all your other relatives and friends to

be sure and vote. We hope that they will be voting for your Uncle Reube for Commissioner of Streets and

Parks." After the people had sized up the rival claims of the two candidates as expressed in their newspaper advertising, it was found in the final vote that the man whose daughter had written the copy with the greater human interest had walked off with the prize. Although in the first primary the opponent led by more than 600 votes, the campaign of which advertising was the most important part had been able to turn the 600 to a majority of thirty-six votes for the other candidate.

The big political parties should be able to learn many lessons

Old? No! Mature?

Years May Bring Age or Maturity

What is age? Disability, feeblesses, in action. What a Maturity? Service based on Sound Judgment through Knowledge pannel by Experience.

In Time of Crises, to from Door a Matten Turn?

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ndrow Wilson, when the United States ted to direct for affairs during that tro-dense streamly, seas-off WERE THEY "TOO OLD!" pears are John D. Rackefeller got his job. Would you like to buck how at--037 No one owerte to the least work of Three Edware. He's 75

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Elect's One Han Over 49 on Next Director' Boards

ns M. MoKollor to 66—and still at 8. in has to silve the City of Strongest 69 ners of animo-still entire-service in her

To whose persons Old? No!

That maturity which has kept a firm hand on the wheel in times of crisis That maturity which is called into consultation where experience is need. That maturity which, acting with youth in every business, has made of Amica what she is.

Let us think of the man and his ability; what is belond him; what we may gain by his election to the office of Commissioner of Streets and Parks

NO PUSSYFOOTING BY THIS CANDIDATE

definition the opponent said, "I refrain from further bickerings with this Professional Ad Writer who does not know the bounds of Courteous Language." The attack on "the professional ad writer" was answered by a paid advertisement quoting from a news report concerning Miss McKellar's speech in favor of her

Near the end of the campaign special copy was used appealing to women which promised that Mr. McKellar was ready to co-operate once more, "In order to give the Children of Shreveport green gathering places properly equipped." "So," said the copy, "Mother, Gran's, Sisters, Aunties,

Dealer Cooperation

The uniformly fine cooperation that Evening American advertisers receive from Chicago retailers is due to intelligently fostered mutual interest.

It is a factor not to be overlooked in Chicago plans.

CHICAGO M AMERICAN

3, 1922

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Nov. 2

from the recent by-election. This case in Shreveport could teach them one thing. Although there was a working organization behind the other man long before McKellar came into the field and although both sides used advertising, the man won who was more human in his copy. These men were both running in the same party, so that party differences did not have any bearing. It is time that candidates for office learned that advertising copy can do far more than say, "We desire to serve" or "We beseech your favorable consideration for our can-didacy at the polls on Tuesday."

There will be many preparations between now and the big cam-paign of 1924. It is to be hoped that the force of real paid adverwith honest-to-goodness copy will come in for the share of attention it has long deserved. The people are getting sick, not only of the old political catch words, but also of the old political copy.

James T. Aubrey to Open Agency in Chicago

Agency In Chicago
James T. Aubrey has resigned as
advertising manager of Hearst's International, New York, and has returned
to Chicago to open an advertising
agency under his own name on or
about December I. Prior to his appointment as advertising manager of
Hearst's International, Mr. Aubrey was
advertising manager of the Packard
Motor Car Company, and before that
was Western advertising manager of
Cosmopolitan. Cosmopolitan.

Before entering the magazine field, Mr. Aubrey was with Erwin, Wasey & Company, advertising agency, Chicago.

Italian Ball Bearing to Be Advertised

The R I V Company, New York City, has placed its advertising in the hands of The Martin V. Kelley Company. The "R I V" is an Italian ball bearing which was sold in the United States before the war. The resumption of advertising is consequent upon the reintro-duction of the R I V in America in automotive and industrial fields.

New Campaign for Pacific Coast Candy Account

Pacific Coast newspapers will be used racinc Coast newspapers will be used in an advertising campaign to be conducted by the Imperial Candy Company, Seattle, Wash., which has placed its account with The Izzard Company, Inc., advertising agency of that city.

A Reader Comments on Advertisements in "Printers' Ink"

D. E. SICHER & Co., INC. MAKERS OF DOVE UNDERGARMENTS NEW YORK, November 16, 1922.

NEW YORK, November 16, 1922.

Editor of Painters' Ink:

If you consider the comment of a reader of your editorial matter is printable, can't the same be true as regards advertisements in your book?

Two exceptionally interesting advertisements are in your issue of today. (I've always thought that the advertisements in a business paper are often ad interesting to the reader as the officency of the same of the sa tisements thought the distribution of the distribution of the mass in the reader as the editorial columns.) I refer to "The most disgraceful thing in the Advertising Business," by Geo. Batten Co., and to "Substitution and Dealer Influence," the Economist Group. I think you interesting "stories" by The Economist Group. I think you could make some interesting "stories" by asking a certain few dozen of your readers to give you their comments on

by asking a certain was according to these subjects.

Mine are: Betten says that the most diagraceful thing in the advertising business is the scandal-monger. To me it is that so many men in the business of rendering advertising and sales consel do not know how to see to it that the selling plan is right, and do not understand the trade angle of the man-facturer's advertising. The logic in the Economist's advertisements regarding the retail dry-goods merchant is worth following. I agree with them (1) that the merchant does select the dry goods that he womet to sell; and (2) that it is true that his customer seldom asks for dry goods by a trade name. But, as I said to Mr. Taylor, of the Dry Goods Economist, over the lunch table recently, points worth a little consideration are (1) that the dry-goods haver does helper to select in a lunch table recently, points worth a lit-tle consideration are (1) that the dry-goods buyer does happen to select in a large proportion of cases the articles which happen to be nationally adver-tised; and (2) what some of us (at least) are seeking mostly is not con-sumer demand, but consumer scept-

Undoubtedly there are a great many people who do not appreciate the great power that the retail dry-goods merpower that the retail drygodus met-chant is in his community, and that not much success can be obtained by considering that he can be made an automaton as the druggist and grocer is. D. E. SICHER & CO., INC., W. A. MARTIN, JR., Sales and Advertising Manager.

Burglar Responds to Advertising

After John Jenkins, Ossining, N. Y., discovered that his home had been robbed of jewelry amounting to \$2,000, he advertised that if the valuables were not returned the thief would have to bear the consequences. The jewelry was returned.

Jean P. Morrow, who had been with the Chicago office of The Capper Farm Press, has been transferred to the Nebraska Farm Journal at Omaha.

IF YOU LIVED IN ST.LOUIS



This would astonish you

YOU would be particularly impressed by the building activity in and near St. Louis.

Especially would you be interested in the big buildings going up—apartments, hotels, schools.

—You'd soon understand the sound economic condition of St. Louis.

And it wouldn't take you long to see why the Globe-Democrat carries more advertising on Building Materials, Tools and Hardware than any two other St. Louis papers combined.

It's the same reason which would guide you in placing your advertising in the

Globe-Democrat

St. Louis' Largest Daily

F. St. J. Richards, New York Guy S. Osborn, Chicago J. R. Scolaro, Detroit C. Geo. Krogness, San Francisco Dorland Agency, Ltd., London Assoc. American Newspapers, Paris

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In the current issue of "The Elks Magazine" is a story by Dana Burnet which is the best football fiction story the writer ever read. The latter's only criticism is regarding the title. He would change that from "Goliath" to "Gimme the Ball!"

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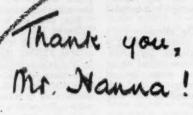
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Mr. Burnet's story is one of many.

We think you will like the sporting stories of Lawrence Perry, Bozeman Bulger, Albert Payson Terhune and Courtney Ryley Cooper, equally well.

The Elks Magazine

"The largest proved male circulation in America."

50 East 42nd Street, New York City

Telephone Vanderbilt 8757

Are your salesmen merely "Hitting the High Spots"?

SOMETIMES it is dangerous to send salesmen into unfamiliar territory with instructions to "hit the high spots" where advertising is scheduled

to appear.

Example: The salesman for a fountain pen company using a liberal schedule in The Oklahoman and Times called on us recently for a route list of druggists, saying he and his three men wanted to hit "only

the high spots."

Twenty of the best prospective dealers in Oklahoma City were selected for his canvass. But, in addition our merchandising staff insisted that he send men also to Norman, Guthrie, El Reno, Shawnee and Chickasha, important towns of from 7,000 to 15,000 population within a forty-mile radius.

After much argument the salesman assented. Result: More than \$800 in additional orders from Norman, seat of Okla-University, and still homa larger orders from three of the

other four towns.

The salesman was happy. He

had covered Oklahoma City. the "high spot." And in addition he had picked up nearly as much unexpected business in the suburban territory.

But, even so, he had merely followed instructions. For outside this "high spot" area there is still another market covered by the two newspapers his firm was using—the State market.

Strictly defined, the "Okla-homa City market" is a fiftymile radius with a population of more than half a million. The Oklahoman and Times offer blanket coverage in this area.

And outside of this radius for another fifty miles in almost every direction these two newspapers are dominant in circulation and consequently as advertising media. This territory constitutes the "State market" with Oklahoma City as the jobbing center.

To cover this territory adequately the advertiser needs all of the 110,000 daily or 130,000 Sunday circulation of both The Oklahoman and Times. To use less is "to hit only the high spots."

The Oklahoman and Times Development Department is prepared to furnish intelligent merchandising service and market data to users of these two newspapers.

The OKLAHOMAN & TIMES

MORNING, EVENING AND SUNDAY

MEMBER A. B. C.

REPRESENTED BY

E. Katz Special Advertising Agency

New York Chicago Kansas City Atlanta San Francisco

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From an address before the convention of the American Specialty Manufacturers' Association, Atlantic City, Nov. 16.

The Competitive System under Fire

The Proper Balance between Buyer and Seller That Must Obtain if Business, as at Present Conducted, Is to Work Out for the General Benefit of Organized Society

By Nelson B. Gaskill

Chairman, Federal Trade Commission

WE developed as an industrial nation under the system inherited, identified which we rather than described as the Competitive System, opposed to monopoly and separated on the other hand from the Communistic plan. This position was crystallized by the adoption of the Sherman Law which by prohibiting the effort to set up a monopolistic state, negatively at least, embodied the principles of the Competitive System in our jurisprudence. The Federal Trade Commission Act and the Clayton Act emphasize and clinch this stand.

Surveying the field of past endeavor, it must be apparent either that the competitive system will not accomplish the results expected of it or that we have not put the principles of that system properly and thoroughly into operation. That one who can read the signs of the times sees very clearly the approach of changes in the industrial order which means nothing less than a judgment of failure on some of the methods we have been using, on some of the results we have been creating. In other words we are already in of the methods which have been tried over and over again because they have failed to produce results which stand comparison with the ideal. The dynamic ideal will not be suppressed. Established industry moves once more toward consolidation, but of course this is the repetition of a former move-On the other hand and in hitherto undeveloped field, comes the co-operative movement, appearing in many forms, a solidification paralleling organization of labor and of other industries. The chain store is a similar development. As each of these waves advances it creates new points of pressure, causes readjustment and the desire for protective legisla-The static remainder also tion. desires counter protective legislation. No matter which element ultimately controls, the result is some degree of modification in the regulatory scheme under which business operates. All of which points unmistakably to the fact that the results which we have accomplished by the use of the accustomed methods have been weighed in the balance with the cherished ideal and found wanting. The dynamic ideal marches

CAN COMPETITION BE MADE TO SERVE REST

It is my conviction that the fault lies not with the competitive system properly understood and thoroughly applied. I find no reason to advocate an abandonment of the Sherman Law or a change even to a state of qualified monopoly under governmental supervision. I am persuaded that we can work out our salvation on a basis of private ownership with a steadily diminishing quantity of governmental supervision or regulation. But on terms which will satisfy the demands of our national ideal.

Now, with the signs of the times as clearly to be read as the signs of the sky, is the time to take thought for the fundamentals of the system under which we propose to operate, discover them, understand them, use them and see that legislation follows the line of those principles and brings about co-operation in the use of methods which tend toward and not away from the desired end.

The fundamental proposition on which the whole of the competitive system rests is this: that under perfectly free competition the value or selling price of everything equals or is perpetually tending to equal the cost of its production. That is to say, when the conditions under which anything is produced, or service rendered, are those of free competition, then each man will get a fair return for his service or his commodity.

Some time ago I advanced the proposition that as to a seller the fair return could be measured as a competitive factor by the sum total of cost up to the moment of sale and that as a matter of fair competition, no sale should be made below cost except in emergent circumstances. stated that the true competition lay in variation of margin over cost. Of course this was only part of the proposition because it does not consider the possible result to the buyer, who also must receive a fair return.

TO REACH A BALANCE

A very brief analysis of the play of forces involved in the use of this fundamental formula will throw forward the crux of the conflict. It is proposed to assure to the seller a fair return. This requires of the buyer a voluntary renunciation of a possible alternative cut below cost bargain or if that be eliminated an acquiescense in the seller's price. If the buyer refuses this renunciation of what has been termed "natural liberty" to get as much as he can for as little as he must give, the logical extreme of this attitude is the buyer's strike. The seller may, on his part, in concession to a fair return to the buyer, voluntarily renounce some part of a profit which he might exact, so that each giving up something of a possible exaction, an equilibrium is established. But if the seller also refuses to renounce something of what he might possibly exact, the logical development is a combination with other sellers to fix and maintain a selling price.

If both parties to this supposed transaction exercise this element of voluntary renunciation, the principle of the competitive system operates and each receives, or constantly tends toward the receipt of, a fair return. But if either declines to do so there exists not a faulty operation of the competitive principle but a departure from it.

The situation then becomes a struggle for the power of repression of the opposing force, an effort to compel renunciation, which is the essence of monopoly. This conflict brings organized society into the arena and through the orderly processes of legislation it endeavors to prevent the compulsory renunciation from being enforced. This upon the theory that the combination has subverted the freedom of competition, which if restored tends to relieve the pressure.

You see, therefore, that the competitive principle necessarily is reciprocal, the fair return to the seller can be no more than a fair price to the buyer and each must exercise the element of voluntary renunciation to some extent. Failing this and because the competitive principle is then not operating rather than because it is faulty. there enters the force of repression, which is a struggle between two groups for power to control, followed by suppression which is the pressure of government to restore the equipoise which was disturbed when the competitive principle was abandoned and monopoly attempted.

The competitive system requires, therefore, that he who sells shall sell at a price which yields a fair return, neither more nor less. And that he who buys shall pay a price which brings him a fair return, no more, no less. And to make this possible the conditions of competition must be free. It means that the buyer may not force down the buying price to the injury of the seller and the seller may not exact the utmost possible price from the buyer. There must be exercised on both sides that voluntary control of self-action which we call

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Of Special Importance to Manufacturers of Highway Material and Equipment

The two big issues which Engineering News-Record will publish in January, 1923-in connection with the Annual Road Show and Convention of the Road Builders' Association-will be dated

> January 11-Convention issue January 25-Report issue

Special color forms are being prepared for these issues. Shall we send details?

Engineering News-Record Tenth Ave. at 36th St., New York



renunciation. The fair price to the seller cannot be stated in terms of a mathematical formula any more than the buyer's price can be fixed in the same way. Nor is there any fixed standard which can be raised by which either can be measured. Each individual is at once a buyer and a seller, a producer and a consumer. He must in each capacity be willing to pay a fair return for what he gets, take no more than a fair return for what he gives.

This is no juggling with words. The working out of a selling price which will be fair to both buyer and seller is individual and special, not general. It must be met by each on the terms of his own case. And the sum total of response must reasonably approach in result the conditions under which there is peace with the ideal. The failure of the individual to assume this responsibility and to discharge it requires the entrance of the agency of organized society, government, instituted for the purpose of securing "We have the declared ideal. laws," said Thomas Paine, "because of our necessities." Government is in business because it cannot stay out and express the purpose of its creation and existence. It will go out and stay out of business when there is no longer necessity for its remaining in. If it retires from the scene before its purpose of existence is accomplished, it abandons the cause for which it was originally instituted. The remedy is the assumption by the individual of the obligations imposed by the system under which we are trying to operate and his discharge of them in such a way as to remove the necessity.

Years ago the celebrated cartoonist, Nast, caricatured a political ring accused of many misdeeds, by drawing a number of men, all dressed alike, standing in a circle, each pointing over his shoulder at the next in the line, with underneath the legend "Twas him." So in this matter of adjustment of the fair return, no more, no less, the question

arises as to where the process commences, who begins? It commences with each individual just where he stands, in the degree in which he has power, to the extent that is necessary. The responsibility is individual, the response must come from the individual.

THE CONFLICT FOR AN IDEAL

If it does not so come, then the burden is thrust upon the agencies of organized society to work out as best they can a general rule which will cover all the variations of the individual cases. It will not do justice to all; it may do injustice to some. General rules work that way. But the effort will be made. Laws will be enacted along many experimental lines, administrative agencies will be set up, thrown down, new laws passed, all the phases of effort will be directed at the solution of this problem by various schools of thought. Month by month, year by year, this conflict between the ideal and the existent condition goes on. There are periods of apparent quiescence, periods of violent reaction. There is no reason to believe that the reactions will be less violent as solution of the problem is delayed. Nor that the efforts toward adjustment will

The next few years are big with portent for the future. we know, all we can learn, all the clear thinking and fearless action of which we are capable, must be focused on the effort to work out such modification of methods and practices as will secure the necessary results to see to it that such changes as are made are those which will align action, immediate result and the ultimate goal. The terms are grim. Franklin said to those about him at the signing of the Declaration, "We must hang together or we will hang sep-Individually and colarately." lectively we must level off the peaks of undue exaction and fill up the valleys of the unfair return; we must free and keep free the conditions of competition, or individually and collectively this experiment in government will go

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Full Significance of FULL COPY

THE BOSTON AMERICAN has full-copy contracts with twenty-seven of the largest and wisest local advertisers. Every one of these contracts covers a period of one year. The list is diversified—

THREE DEPARTMENT STORES FOUR WOMEN'S SHOPS FOUR MEN'S SHOPS SEVEN FURNITURE HOUSES FOUR PIANO STORES FOUR JEWELERS ONE RESTAURANT

Many other wise local advertisers give us full copy though not under contract to do so.

What is the full significance of all this to the foreign advertiser who has something to sell in Boston or New England generally?

We shall be glad to advise you, by mail or personal call.

Our Merchandising Service Department is ready to assist in making you AT HOME in America's richest purchasing field.

BOSTUNIMAMERICAN

80 SUMMER ST., BOSTON 8, MASS.

MR. C. I. PUTNAM, 2 COLUMBUS CIRCLE, NEW YORK CITY MR. J. F. FITZPATRICK, 504 HEARST BUILDING, CHICAGO MR. ARTHUR BOOTH, 58 SUTTER STREET, SAN FRANCISCO

No

PUT TO THE TEST

THE WILLIAMS & CARLETON CO.

MANUFACTURERS

THE NEATH NE.



HARTPORD-CONN.

October 20th, 1982.

Gilman, Nicoll & Ruthman, Canadian Pacific Building, New York City.

Gentlemen:-

Although the Summer just past has been the coolest in over 30 years, and the sale of our Root Beer Extract depends mainly upon bot weather, still our sale in the State of Connecticut was over 35-1/35 greater this year than it was the previous Summer. An investigation among the trade dissilosed that in the Cities of Hartford, Hew Haven, Raterbury, Meriden and New London the sale of Hilliams Root Eser Extract was from three to twenty times as large as any other brand.

We believe it only fair to say that we attribute our increase in sale during the part Susser to the smellent cooperation rendered us by The Connecticut "Five-Star" Cosbination as well as to the result producing qualities of these papers. Tour cooperation with our serokandising plan was as thorough as it was effective. We hope to be with The Commenticut Combination again ment Susser when we trust you will render us the same service.

Very truly yours,

THE WILLIAMS & CARLETON COMPANY.

My Clauby.

Treasurer.

Read this letter-it will interest you.

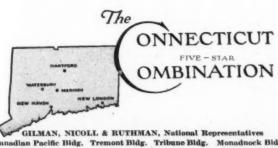
PROVED!

Here's Another

Advertiser who has thoroughly tested Connecticut and the Five-Star Combination with very profitable results.

Many other advertisers are right now conducting profitable initial campaigns in the Connecticut Five-Star Combination.

HARTFORD COURANT NEW HAVEN JOURNAL-COURIER WATERBURY REPUBLICAN AND AMERICAN NEW LONDON DAY MERIDEN RECORD



Canadian Pacific Bidg. Tremont Bidg. Tribune Bidg. Monadnock Bidg. New York Boston Chicago San Francisco

down before the force of an ideal to which it failed to attain. In some other form it will seek expression anew for it is part of man, inalienable, unconquerable.

But that is also why it is cap-able of realization. The ideal and the power of accomplishment lie in the same Source and as we earnestly seek for the way and walk in it as we find it we shall come to the realization, not all at once, but degree by degree, of that objective which has been for so many years the hope of humanity's sorrowful heart, Life, Liberty and the pursuit of Happi-

Can there be any larger business than this?

The Question of "How Much to Invest in Advertising"

THE ASSOCIATED BUSINESS PAPERS, INC.
NEW YORK, N. Y., Nov. 16, 1922.
Edisor of PEINTERS' INK:
In a recent issue I note a discussion of the subject "What Shall We Invest in Advertising?" Perhapa a parallel question would be, "How Much Coal Will It Require to Haul a Train of Cara 1,000 Miles?"
In the latter case an engineer

Cars 1,000 Miles?"
In the latter case an engineer would want to know the number and size of cars, the train tonnage, the size and condition of the locomotive, the grades on the line, the number of stops, the weather conditions, the ability of the weather conditions, the ability of the engine crew, the grade of coal, etc.. etc.

etc.

It is evident that the answer will vary with all of the variable factors involved. It is just as futile, it seems to me, to attempt to fix any arbitrary percentage of the gross business in any field, as the amount which should be invested in advertising.

As well might a sales manager ask:

"How many salesmen should I emission."

As well might a sales manager ask:
"How many salesmen should I employ?" Abraham Lincoln is said to have replied to a man who asked how long should a man's legs be, "Long enough to reach the ground." Likewise, I have always said that an advertising appropriation should be large enough to accomplish the sales objective, or its part in that objective.

This whole problem is one for indi-

to accompine the sales to pective, or apart in that objective.

This whole problem is one for individual solution and one in which the experience of others is more likely to lead one astray than otherwise.

May I contribute to the discussion a principle which I formulated for my own guidance a good many years ago? Here is the answer as I see it: "The mount of advertising force to be extend depends upon the resistance to be overcome." This, I believe, is the fundamental principle; at least it has stood every test that could be applied to it.

THE ASSOCIATED BUSINESS PAPER, IRC.,

JESSE H. NEAL,

Executive Secretary.

Publishers' Association Creates

Publishers' Association Creates
Advertising Department
The New York State Publishers' Association, at a meeting held at Syracuse, N. Y., on November 14, organized a department of advertising managers from among its membership. Frank Wood, Rochester Times-Union, was elected president; R. C. Harris, Utica Press, secretary-treasurer; A. P. Irving, Glens Falls Post-Star, chairman board of directors; L. S. Chubock, Binghamton Press, and H. W. Fisher, Watertown Standard, directors.
The new department has been created for the purposes of mutual protection against fraud and for the betterment of newspaper advertising.

Newspaper Campaign for Chain of Nut Stores

An advertising campaign is being conducted in New York newspapers by Charles S. Cash, Inc., of that city, operator of a chain of nut stores. Plans are being considered to extend this campaign to include magazines in developing the company's mail-order business. The account has been placed with Hulscher-Rothenburg, Inc., New York advertising agency. vertising agency.

"Larvex," Moth-Proof Process,

Being Advertised
The "Larvex" moth proofing machine is being advertised to manufacturers of woolen fabrics and clothing in newspaper advertising. The machine is manufactured by Process Chemicals, Inc., New York, which has placed its account with the Wallerstein-Sharton Company, Inc., New York advertising agency.

Stadler Products Company Appoints Agency

An advertising campaign on "Su-perior" house plant food is being planned by The Stadler Products Com-pany, Cleveland, O., which has placed its account with The Powers-House Co., advertising agency, also of Cleveland.

Stein-Bloch Company Advances A. N. Steyne

Alan N. Steyne, who has been with the labor department of The Stein-Bloch Co., Rochester, N. Y., "Stein-Bloch" clothing, has been appointed ad-vertising manager of that company.

"Toilette Goods" Appointments Toilette Goods, New York, has ap-pointed Charles E. Almeda, Chicago, Western representative, and T. G. New-bery, Philadelphia representative.

Charles W. English, formerly mana-ger of the Portland, Ore., Better Bus-ness Bureau, has joined the staff of the Charles Bedaux Company, Cleveland, consulting engineers.

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The net paid figure is the one worth *** **** knowing

NET PAID circulation is not "print order," "press run," "edition," extra copies, free list copies, sales in bulk or merely copies sent out by the publisher.

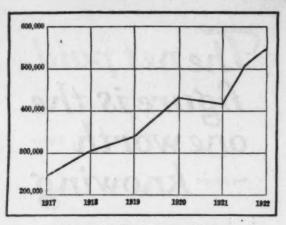
Net paid circulation is the number of copies bought and paid for by readers.

The only conclusive evidence of the size of a magazine's circulation is given by the net paid figures.

More than 1,750,000 net paid circulation for the Woman's Home Companion means that the Crowell Publishing Company has been paid in money for 1,750,000 copies.

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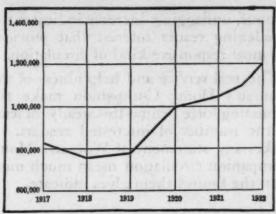
NEWS STAND SALES

The charts on these pages give the detailed story of the Woman's Home Companion's constant rise in circulation. They reveal a growing sale of single copies on the news stands of more than 500,000 a month (an increase of 125% over 1917) and a steady increase in paid subscriptions.

Even before the total net paid circulation reached 1,750,000 the Woman's Home Companion was the most economical women's magazine for the advertiser. Larger circulation makes its value still greater.

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PAID SUBSCRIPTIONS

For instance, through the Woman's Home Companion, you can reach a national buying market at the rate of

54 cents per line per 100,000

To the advertiser, the constancy with which this circulation has grown is even more significant than its size. Merely rapid growth is not uncommon but a con-

THAT AND ANTANAMAN TOTAL



tinuous, unflagging increase indicates the broadening reader interest that provides the most responsive kind of circulation.

The real service and helpfulness of the Woman's Home Companion make the animating force behind this steady increase in the number of interested readers. It makes any statement of Woman's Home Companion circulation mean much more than the figures themselves indicate.

Woman's Home Companion

The Crowell Publishing Company

Frank Braucher, Advertising Director

381 Fourth Avenue

New York, N. Y.

1,750,000 net paid

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Débutantes of the Flavoring Extract Family

Vanilla Introduces Her Younger Sisters, Orange, Raspberry and Almond

By C. B. Larrabee

IT is natural to look to the back rooms and top shelves of retail stores for the near successes and the near failures. There you find the products that went out originally with a whole lot behind them—but not quite enough. There is still enough of a demand for them so that the grocer has to stock them, but the demand is so small that he doesn't put them where he can reach them without climbing a ladder or leaving his place behind the counter.

It doesn't occur to you, however, that perhaps some of the lower shelves contain their quota of overlooked opportunities. There you find the products for which there is a lively demand—and lively demand seems to be the answer. But a talk to the grocer will show you that more than one product on his shelves is satisfied with lively demand, when livelier

demand is possible.

For instance, there are flavoring extracts. Ask the grocer which extracts are his best sellers and he will tell you that vanilla leads the list, with lemon a rather poor second and the rest trailing along far behind. Yet if he is a good grocer he probably carries be-

tween fifteen and twenty different extracts.

There is nothing inherently wrong with these other extracts. They are pure, practicable and have proved their goodness whenever used. The grocer will tell you that there just isn't a heavy demand for them. Ask the house-keeper why she has never used almond, for instance, and her first answer will be that she doesn't know any almond desserts. Has she ever tried to make any? No. Why? Because the cheapest bottle of good quality almond she can buy costs her between thirty and forty cents. It is not her idea of

thrift to pay forty cents for a full bottle of something of which she may use only a teaspoonful before she discovers that she doesn't like it.

VANILLA'S RUNAWAY MARKET

This means that vanilla and lemon extract are running away with the field, because the house-keeper knows that she will use the bottle of vanilla or lemon to the last drop. This is but one angle of a peculiar situation, of an overlooked opportunity for bigger sales, which the Joseph Burnett Company, manufacturer of flavoring extracts, is endeavoring to overcome with Burnett's Flavorettes.

Out of every five gallons of extracts shipped from the company's plant in Boston, four gallons are vanilla. Of the other gallon a large part is lemon. But vanilla is the company's leader by an overwhelming volume.

The reasons for vanilla's place are advertising and habit. This company was founded seventy-five years ago and almost from the first it looked upon vanilla as its

leader. The advertising and selling effort has largely been put behind this flavor.

"If we had started to feature lemon extract," says a member of the company's sales staff, "I am not sure that lemon would not to-day occupy the position of vanilla. The same goes for many of our other flavors. The result is that with vanilla we have been building up our own worst resistance against the other members of the line."

Of course, vanilla would not have been so overwhelmingly popular if it had not had certain qualities that appeal to the popular taste. Another thing to remember is that chocolate is one of

Nov

the favorite American dessert ingredients, and chocolate and vanilla are the Gold Dust Twins of the kitchen table.

A final factor in boosting vanilla has been the unwillingness of women to experiment with flavors about which they know very little. Although she knows and has used vanilla and lemon the average housekeeper has never tried pistachio or almond or raspberry or any of the other extracts.

Even if the woman were willing to make the experiment, there comes in the question of expense, of paying forty cents for something that is, in her eyes, only a sample, and a dubious one at that.

In other words the worst enemy the other extracts have is not competition from other companies, but rather the housekeeper's absolute satisfaction with vanilla and lemon. This satisfaction has meant that she has almost forgotten the existence of the other flavors.

In the light of these facts the Burnett company had two alternatives. It could be satisfied with its present volume of business on vanilla and its other extracts, and could go ahead under the banner of laissex faire. Or, it could devise some plan whereby the other flavors could be pushed forward to their rightful place in increased sale without a loss of volume to vanilla, which would mean that much extra sales volume—and that much extra profit. Naturally it chose the latter.

An investigation proved that few women ever stopped to think just how much use they were making of flavoring extracts. Further than that, few of them realized just how much extract goes into one quart of dessert. Think a minute. How many desserts do you have in your home in a week? How many of them use vanilla or lemon? How many of these use other extracts? What is the amount of flavoring extract used in each one? Answer those questions and you will see why the company had faith in its ability to build sales for its whole line.

Advertising and sampling were the obvious methods to be used. However, the cost of free sampling for twenty flavoring extracts is prohibitive. The same holds true of any plan for advertising twenty separate flavors from obscurity into popularity.

With these facts in mind, and with the realization that the large bottle was one of the chief reasons why a woman did not like to try the other extracts, the company originated Burnett's Flavorettes, which make use of advertising, sampling and a new package unit to build sales for the whole line.

SAMPLES SOLD TO INTRODUCE LITTLE-KNOWN FLAVORING EXTRACTS

Flavorettes are five small bottles, each containing a different flavor, packed in a small carton with an open face, which allows three of the bottles to show. In each bottle is just enough extract for one quart of dessert. A dozen of these packages are packed in attractive counter display cartons. The flavors represented are vanilla, lemon, orange, raspberry and almond. The package retails at twenty-five cents.

This package offers the house-keeper a sample bottle of each extract, just enough for one dessert. Instead of paying forty cents for a bottle of extract from which she may use only one teaspoonful, she pays five cents for a bottle that contains the right amount for one trial. If she doesn't like the extract she's out only five cents—and there is no wastage.

By including vanilla and lemon in the package the company has made them act as co-operators instead of retarders. Their inclusion decreases the chance of disappointment still further. The housekeeper knows vanilla and lemon; she has used them and found them satisfactory. So at least ten cents of her investment is for something of proved quality. Even if all the others fail to suit her taste, her loss is only fifteen cents. This means that the three other flavors ride along

PROOF OF DETROIT SUNDAY NEWS LOCAL DOMINANCE

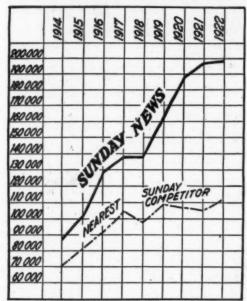


Chart Indicates Relative Growth in Trading Territory Circulation of Detroit Sunday News and Its Nearest Competitor

WHILE The Detroit Sunday News leads in total circulation and gives advertisers the opportunity to reach a great market throughout the State of Michigan, it is in the LOCAL TRADING TERRITORY—the advertiser's goal—that its lead and increases have been most noteworthy. A glance at the chart reveals that though both papers started with practically the same local trading territory circulation in 1914, time of the A. B. C.'s inception, the rate of growth became more and more divergent until in 1922 the difference is practically 100,000. Think what 100,000 more circulation in America's richest territory means.

The Detroit News

2½ Times Nearest Week Day City Circulation Greatest Weekday and Sunday Circulation in Michigan "Always in the Lead"

23, 1922

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on the popularity of vanilla and

Although this new package offers the woman a trial of only three unfamiliar extracts, it does its big work in breaking down resistance. Once she realizes that there are other flavors that will help her vary her menu and will add to her repertoire of desserts, she is a good prospect for the other fifteen flavors that make up the line.

The big thing to remember, however, is that when the company is sending out Flavorettes, the ratio of vanilla is no longer four to one-but is one to five. Naturally this plan would fall down if it were not backed with the proper advertising and selling effort. The jobbers (the company works entirely through jobbers) have been taken care of by letters, by personal solicitation on the part of salesmen, and by a broadside which reproduced the double-page spread by means of which the company announced Flavorettes to consumers early in October.

advertisement, in colors, has just five paragraphs of copy which explain succinctly the idea of Flavorettes and suggest their possibilities. The pictures are the real meat of the advertisement. A large picture shows a woman pouring the contents of one vial yellow-and-blue mixing a bowl. Below are four smaller pictures, each showing a dessert in which one of the four flavors, lemon, raspberry orange, almond, has been used.

These two captions give an idea of how the company is suggesting uses to the housekeeper:

Simple, wholesome oatmeal cookies take on an altogether new charm flavored with Burnett's Almond. It completes the illusion that they are made with nuts. You don't need lemons to make delicious lemon sauce for cottage pudding or to flavor cakes, icings and fillings. Burnett's Lemon Extract is made from the pure fruit and has all its piquancy.

The idea of the advertising is to act as a spur to sales by showing the possibilities of new flavors. By suggesting new desserts the

company is opening new fields to the woman who prides herself on a menu of variety. It shows her the many delicious dainties that she has never tried—and then shows her how she can try them at a small expense.

While the main idea of the Flavorettes campaign is sampling, the company has found that the new package is of real value as a sales unit. Women are reordering Flavorettes, a demonstration that they consider them something more than mere samples.

By showing women how good two or three unfamiliar extracts are, the company is tearing down the resistance offered by its leader, vanilla. It has been very careful, however, not to try to take sales away from vanilla, but is pushing this flavor along with the others. It does not shift the sales volume from one item to another, but increases sales all along the line by getting women to realize that they have not been using flavoring extracts as much as they might. In a sense the company is selling more desserts to American women.

National Campaign Planned for "Nu Bone" Corsets in 1923

The advertising plans of the Nu Bone Corset Company, Erie and Cory, Pa., for 1923 will include a campaign in national magazines and rotogravure newspapers. The Charles C. Green Advertising Agency, New York, has been appointed to direct this advertising.

Employees Share in Estate of Publisher

The will of the late George E. Dunham, editor and publisher of the Utica, N. Y. Press, provides for the distribution of \$18,500 among twenty-three employees of the Press. Mr. Dunham left personal and public bequests of more than \$100,000.

Hosiery Account with Hill-Winsten Agency

Thomas E. Brown & Sons, Philadelphia, manufacturers of women's silk hosiery, has placed its advertising account with The Hill-Winsten Company, Inc., New York advertising agency.

Howard Willard, formerly with the Marchbanks Press, New York, has joined the art department of The H. K. McCann Company, San Francisco office.

23, 1922

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BOSTON MARKET STRATEGY

IN addition to carrying your story to the more important of the two groups of Boston's population, the Boston Herald-Traveler is in a strategic position to give you further invaluable assistance. The Herald-Traveler will help you secure the best dealers to handle your product.

The success of this phase of the Herald-Traveler service is due primarily to the reputation of the Herald-Traveler with Boston merchants as an advertising medium. The best dealers of Boston are willing and anxious to carry goods that are advertised in the Herald-Traveler. They know that advertising in the Herald-Traveler creates a prompt demand from a certain part of their trade that

no other paper produces. The reason for this response from HeraldTraveler advertising is this:-The Herald-Traveler is the only Boston paper covering the most important group of Boston's population. readers are financially able to respond to advertising; and they are buyers of merchandise of every kind.

But the influence of the Herald-Traveler goes far beyond the one group they cover and the merchants who serve this group. It is well known that dealers as well as consumers are influenced by other consumers and retailers. It is found in Boston that the group served by the Herald-Traveler tend to be leaders. And the force of your advertising appearing in the Herald-

> Traveler is carried to all parts of the entire Boston market on account of the influence of the group this paper serves.



"The Road to Boston" is a booklet that will be of value to the prospective advertiser in the Boston market, for it explains the situation that obtains there and just why the Herald-Traveler occupies its commanding position as America's leading daily newspaper in national advertising. Requests for this booklet on business stationery will be honored promptly.

BOSTON HERALD-TRAVELER THE

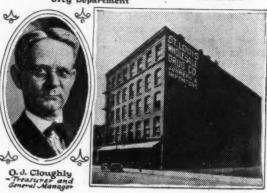
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Sell St. Louis



City Department



The St. Louis Wholesale Drug Co.

willingly co-operates with manufacturers in selling St. Louis thoroughly, and offers gratis the services of four trucks for the purpose of delivering window and counter displays to dealers in the city.

1. 23, 1922

is Thorough

Advice of the St. Louis Wholesale Drug Co.

-Interesting to National Advertisers

"TT is our opinion that manufacturers of drug products and merchandise distributed by the drug trade, who desire to establish a steady demand for their brands in this market of which St. Louis is the heart, should concentrate their specialty sales work and advertising first in the city. ¶"'Sell St. Louis thoroughly' we believe should be an objective attained before an attempt is made to cover the surrounding territory. ¶ "Our conviction in the matter has resulted from observation and knowledge of successes scored by manufacturers who pursue this policy."

St. Louis can be thoroughly covered only one way - by advertising in the leading evening newspapers having the greatest city circulations with negligible duplication. That means-

Necessarily on the List

THE ST. LOUIS STAR

National Advertising Representatives

STORY, BROOKS & FINLEY

New York Chicago Philadelphia

Los Angeles

ng

San Francisco

-the economy of Newspaper advertising

is summed up by—"more sales than through any other advertising medium."

This economy is assured, not only by increased sales, but by the Newspaper's adaptability: you may buy as much or as little as you need, when you want it, overnight if necessary; you may confine it to localities where you have adequate distribution, and spot it, if you desire, where business conditions are best.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Butabilished 188

Publishers' Representatives

Chicago Kansas City

New York

Atlanta San Francisco 181ng

anta cisco

Systematizing the Personal Touch

How One Manufacturer, Selling through Dealers, Found a Way to Establish a Personal Relationship Direct with Customers

By Roland Cole

FRIENDLINESS in business is a matter of system—let no one make any mistake about that. Salesmen who enjoy a reputation for friendliness and are everywhere welcomed because of their good fellowship have a system-in addition to a good article-or they could not possibly keep their cus-tomers straight. It may not always be a card system, it is usually a good memory, but where a good memory is lacking it had better be some kind of a system.

Mrs. Charles B. Knox, president of the Charles B. Knox Gelatine Co., Inc., of Johnstown, N. Y., has been successful in an unusual degree in putting her personality into her business. She does it under peculiar difficulties, because she has no direct contact with her dealers or customers. She has a good memory but she does not rely upon it: she supplements her memory

with a very efficient system.

Knox Gelatine is a food product used in the home for making desserts, sherbets, ice creams, candies and jellies. The company therefore advertises extensively in mag-But the azines read by women. company has no sales force. product is sold through brokers to jobbers, who in turn sell the retailer. Altogether there are about 280,000 retailers in this country who handle Knox Gelatine, but the company has no direct contact with these retailers through representatives. Millions of women use Knox Gelatine, buying it from local merchants, but none of these women, or practically none, has ever met Mrs. Knox or any representative of the company.

Yet Mrs. Knox gets hundreds and thousands of letters from women in all parts of the country who address her as "Dear Mrs. Knox" and write her in the friendliest way about household matters,

just as though they were personally acquainted with her and valued her advice above all things. She answers these letters, keeps a record of each one, refers the name to a grocer in the woman's town, keeps a record of that, gets the names of other women, keeps a record of them; and the system does the rest,

The manner in which Mrs. Knox capitalizes her personality in her business is remarkable more for the extent to which she keeps herself out of the picture than for the way she brings herself in.

Knox advertisements in magazines are signed in facsimile "Mrs. Charles B. Knox." reader is invited to send for Mrs. Knox's books, "Dainty Desserts" and "Food Economy." In reply to her request she receives the following letter:

Thank you for your request for my books, "Dainty Desserts" and "Food Economy," which I am sending you herewith

Economy," which I am sending you herewith.

The day is here when women must work to help each other more and more so that home cares may be lightened. table expenses reduced, and still better results produced for those we love.

In perfecting Knox Gelatine and in the work I am doing to improve, simplify, and show the economy of foodsparticularly in making left-overs into delicious dishes—I believe I am contributing my share in helping other women, which fact I am sure you will appreciate if you will follow the suggestions in my books.

I wish you could come and see with what exacting care Knox Sparkling Gelatine is handled—how carefully it is watched over by myself, and by carefully trained, cleanly uniformed girls, who treat it as something precious. If you could see all this you would never want to be without Knox Sparkling Gelatine in your home.

Cooking experts call Knox the "4 to 1" gelatine because it makes four thisters the state of the cooking experts call Knox the "4 to 1" gelatine because it makes four thisters the cooking to make the cooking to the cooking the cook in the state of the cooking experts call Knox the "4 to 1" gelatine in makes four thisters.

Gelatine in your home.

Cooking experts call Knox the "4 to
1" gelatine because it makes four pints
of jelly—four times the quantity made
by the flavored packages.

I would appreciate it if you would let
me know what your favorite gelatine
recipe is, and whether you use gelatine
for making salads and candles in addition to desserts. tion to desserts.

If any of your friends are interested

in my books and you will be so good as to send me their names, I will giadly mail them copies, too. Thanking you for giving me this

opportunity to serve you, I am. P. S.—When your favorite magazine

publishes gelatine recipes they do not mention brands, but as there is only one gelatine recognized by cooking au-thorities, they mean "Knox."

This letter is written on a special letterhead bearing in an up-per corner the words "Office of per corner the words "Office of Mrs. Charles B. Knox, President." It is filled in with the woman's name and address and is signed "Yours sincerely, Mrs. Charles B.

Knox, President."
The letter is an excellent example of a personal message from one woman to another. It is friendly in a healthy and engaging way without any suggestion of "commercial sentiment" or gush.

Women are asked when writing for the books to tell Mrs. Knox the names of their grocers, which few of them forget to do. A letter is then mailed to the grocer. This is also a friendly letter, but note also that it is a very practical letter:

enable me to help your business, as well as my own, and connect your store with the national advertising campaign now running in the women's magazines, featuring original and unique recipes.

The ready sweetened and prepared brands do not sell sugar, flavoring extracts, nuts, fresh and canned fruit, etc., all of which you want to move. Knox Gelatine does sell them; my recipes feature them, and each package of Knox Gelatine makes four piets of jelly. against one pists made by the other brands, so you not only make a better profit but your customers receive better value when you sell them Knox Gelatine. Gelatine.

Gelatine. Fill out the enclosed blank with a list of your customers and they will receive my recipe books with the compliments of your store.

It will be a pleasure to co-operate with you—for the greater your success,

the greater mine.

The signature to the foregoing letter is in facsimile, and reads: "Yours for Mutual Profit,

Mrs. Charles B. Knox, President." Two postcards are enclosed, one of which the grocer is asked to fill out and mail to the Knox company. This is an acknowledgment and tells the company whether the grocer carries Knox Gelatine in stock and, if so, whether he will use the company's advertising matter. The other postcard is for the grocer to mail to the woman who inquired about Knox Gelatine, telling her that he has the article on

A list form is also enclosed with the letter, so the grocer may fill it out with the names of fifty women and return it to the company. On receipt of these names letters and books are mailed by the company.

So far the reader is able to see three points worth remembering. Two of these are the letters. letters, they are very good. The third point is the post card mailed to the consumer by the dealer. Not new, but well handled.

right, what else? Why, the system, of course. Without the system there would be no particular point in telling about the other features, except to quote the letters. The reader will admit they are worth quoting.

It is the system, however, that makes the letters to consumers and dealers effective. For one has to admit that good letters and nice literature will not make up for bad taste and poor judgment. Suppose a woman received one of these nice letters and then a week later received another just like it with an added paragraph saying a dealer (the dealer whose name the woman had herself sent in) had asked to have books (which she had received with her first let-ter) sent to her. Would that not make pretty much the same impression upon her as when a salesman repeats a stereotyped canvass twice on the same prospect? Many a salesman has tried to get business on the "jolly-good-fellow" ness on the "jolly-good-fellow" basis and has failed because he was unable to remember the particular line of talk he had left with each man.

Mrs. Knox's system consists of a very complete card record of groed, one sked to x comdgment her the tine in he will ng mat-

23, 1922 sident,"

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Many busillow" se he parleft

of a gro-

largest daily circulation in the state of Washington

largest daily circulation in the city of Seattle

Seattle Star

Over 72,000 Net Paid

over 15.000 more daily circulation than any other Seattle paper

GILMAN, NICOLL & RUTHMAN

National Representatives

Canadian Pacific Bldg. Tremont Bldg. Tribune Bldg. Monadnock Bldg. San Francisco Chicago **New York**

The system now contains a for every grocer in the Before it had United States. reached anything like its present completeness, and when it was in a "building up" condition, the system functioned about as follows:

A woman in Four Corners, Tex., writes for the books and tells Mrs. Knox her grocer's name is Henry Fosdick. This is the first inquiry ever received from Four Corners and the first information that there is a grocer there. A card is made out for Henry Fosdick, with the date, his address and other information. A letter is written to him about the woman's inquiry and the date of the letter is noted on the card. On the reverse side of this card is entered the woman's name, her street address and the date.

The scheme is very simple. There is really nothing more to it than the foregoing description, but here is the way it works:

A month later another letter is received from the same consumer in which she gives no intimation that she has written before. Without happens occasionally. the system she might be written a letter exactly like the first. Taking her letter to the card file, the previous record is revealed. In her second letter she may give the name of a different grocer. this event a new card would be made out for him. The card system soon becomes extremely valuable for the names of consumers and dealers, placing the company in a position to communicate directly with users or merchants.

Thus Mrs. Knox is able to establish a direct relationship with consumers and dealers, entirely without a sales force or personal representatives. Women write her directly about new recipes and ask her many questions related to cooking, all of which she attempts to answer. No sales are made, direct to consumers or retailers, and shipments are made in bulk to jobbers only. The business is therefore free of the detail that would be present in a mail-order enterprise. The correspondence, while heavy, is handled with little effort by reason of the card sys-

tem and efficient correspondents, The system is the thing that enables Mrs. Knox to be a personality to every user of her product with about the same force and effort that she would be in person to a few. Because she has found a

way to systematize the personal touch, she is able to reach a mil-

Advertising for the Sake of Animals

A plea for a device which will make animals painlessly unconscious before being slaughtered is being broadcasted through newspaper advertising by the American Society for the Prevention of Cruelty to Animals.

The copy says:
"A \$10,000 prize is offered for the invention of a mechanical device which invention of a mechanical device which will render cattle, sheep and swine instantly, completely and painlessly unconscious before the use of the knife at our slaughterhouses by the American Society for the Prevention of Cruelty to Dumb Animals of, New York City, acting in co-operation with the National Committee on Slaughterhouse Reform, the chairman of which is Dr. Francis II. Rowley, president of the Massachusetts Society for the Prevention of Cruelty to Animals."

Friend-Wiener Advertising Company Organized

A new advertising business has been incorporated in New York under the name of the Friend-Wiener Advertising Company, Inc. The officers are: Mitchell E. Friend, formerly with the Donohue Advertising Agency, Inc., president; Ernest H. Wiener, secretary and treasurer; William H. Jeffers, formerly with Rose & Paskus, lawyers, vice-president, and Laurence S. Greenbaum, a director.

The company will have a Bronx office which will be under the management of James S. Sheridan, who has managed the Bronx office of the Donohue Advertising Agency, Inc. for the last seven years. A new advertising business has been

last seven years.

Wool Manufacturer Advertises Direct to Consumer

The Old Colony Mills, Philadelphia, are using space in the newspapers to advertise their knitting wools to the consumer and have opened a retail store in Philadelphia. The copy offers to send 250 samples free.

Alvan Macauley, Jr., has joined the sales force of the Hupp Motor Car Corporation, Detroit. He was formerly sales promotion manager of the Detroit Twist Drill Company.

It is with deep regret that we announce the death of J·M·BUNDSCHO

> November ninth 1922



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ZONES

Sometimes called markets

ZONES—(one of the newer words to be added to the advertising man's lexicon)—an important word bearing on the economics of the profession. In Canada, for instance, a tremendously large country—3000 miles broad—a man may desire to cultivate only certain sections—or he may want to run different copy in the East and the West—or start at different seasons of the year—

These conditions, if met, mean

NEWSPAPER ADVERTISING

THE DAILY NEWSPAPERS 3, 1922

Many products now advertised in the Daily Newspapers of Canada—arted in one zone—spread from Frovince to Province. Advertising is now maintained year after year in the newspapers with the result that the Canadian public from one end of the country has come to accept them as household words.

WHEN YOU WANT TO KNOW MORE ABOUT THE CANADIAN DAILY NEWS-PAPERS—AND THE SERVICE THEY OFFER—WRITE DIRECT TO THEM—OR ASK YOUR AGENCY.

Use These Papers to Cover Canada

The Maritime Market

Pequiation Newspaper St. John, N.B...55,000 Talegraph & Times St. John, N.B...55,000 Chronicle & Echo

The Quebec Market

Quebec, Que...111,500 Le Soliei (French)
Quebec, Que...111,500 Telegraph
Montreal ... 839,000 Casette
Montreal ... 839,000 La Patrie (French)
Montreal ... 839,000 La Presse (French)

The Pacific Market

Population Newspaper
Vancouver ...165,000 World
Victoria60,000 Daily Times
Victoria60,000 Colonist

The Ontario Market

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Kingsto	8						25,000	Standard		
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The Prairie Market

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	gary, Alta.				
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OF CANADA

What's in Store for 1923?

Former Secretary of Agriculture, Edwin T. Meredith, Predicts That There Will Be Greater Prosperity in 1923 Than in 1922 —An Address before New York Advertising Club

FORMER Secretary of Agriculture Edwin T. Meredith, in an informal address before the New York Advertising Club on November 16, declared that 1923 would be a more prosperous business year than 1922 and 1924 more prosperous than 1923. He tempered this prediction, however, with the statement that such prosperity could be had only if there is evident a greater willingness to help the farmer with his burdens.

Mr. Meredith, who is publisher of Successful Farming, Fruit, Gardien & Home and Dairy Farmer, Des Moines, Iowa, based his prediction on what is in store for the next two years on his knowledge of agricultural conditions.

With figures marshalled in chart formation he set forth that there exists a relationship between the amount of improved farm acreage and the number of business establishments in the United States.

tablishments in the United States. With the aid of another chart he explained a relationship that exists between the average yearly farm production and the average yearly number of failures in business. With figures quoted from this chart he showed that when agriculture drops the number of failures in business increases, and when agriculture's production increases the number of business failures decreases.

After this graphic presentation of the relationship between business and agriculture, he stated that the farmers of the Central States alone received an increase between January 1 and April 1, amounting to \$509,000,000 on grain crops alone on hand January 1; and that the Department of Agriculture has estimated that on grain

alone the farmers have obtained more than \$1,500,000,000 out of the soil this year over what was obtained last year.

Toward the close of his address Mr. Meredith took occasion to correct what he has found to be a mistaken opinion; namely, that the farmer receives practically all of his total annual income in a few months of the year. Quoting from official Government reports he showed that the farmer seldom receives as high as ten per cent of his total annual income in any one month of the year.

Another departure from his subject was made when, after saying that in times of agricultural depression manufacturers harbor the idea that the farmer is absolutely unable to purchase any of their products, he asked: "Does a large railroad system when business is off or the road running at a loss, if you wish, stop buying rails, paper, pencils, and all other kinds of supplies?" After asking this question he said: "Agriculture, like the important railroad system, in good times or in bad times cannot go out of existence." These six and one-half million factories (farms) must continue to operate and actual producers of machinery, fence, advertising. building material and household supplies means orders for someone amounting to over ten thousand million dollars per year.

Clothing Accounts with Hicks

Advertising campaigns will be conducted in newspapers and trade publications by the following concerns which have placed their accounts with the Hicks Advertising Agency, New York: Hurowitz & Erdrich, manufacturers of H & E coats and suits, and the House of Swansdown, manufacturer of Swansdown coats, both of New York.

NuGrape Company Appoints A. S. Thompson

A. S. Thompson, has been appointed advertising manager of the NuGrape Bottling Company, Chattanooga. This new beverage was placed in Chattanooga markets on Oct. 15, when double pages in the newspapers were used. Headquarters of the NuGrape Company are in Atlanta. Ge.

3, 1922

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growth

FOR the first ten months of this year. The Cleveland Press carried 98.137 more lines of all kinds of advertising than the second paper, and 201.731 more lines than the third paper, which is tangible proof of the complete dominance of The Press

The above figures are for six days—the only

PRESS

CLEVELAND'S GREATEST NEWSPAPER



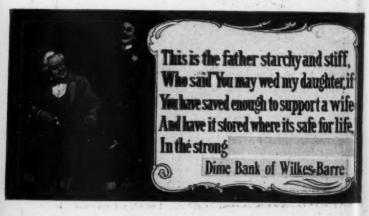
THESE car cards will give you an tod the Street Cars twenty-five years

518 banks are now using Street adversariation committed to the medium that they refive The hardest buyer of advertising is that to do is to save money—these two fanake powerful endorsement of Street Caractising

STREET RAILWAYADV

Central Office.
Borland Bldg., Chicago

Candler Bld. Y.



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This is the youth to college bound.
Who in his pass book to his credit found
Sufficient money to pay his way
Through a four years course. I need hardly say
It was in the Dime Bank of Wilkes-Barre

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AYADVERTISING CO.

Home (er Bld. Y. Monada

Monadnock Bldg., San Francisco





in harmony with a new day

REAKFAST TIME—and fresh, vigorous, spirited minds are tuned up in harmony with the new day.

In Detroit, thousands of good breakfasts are sprinkled with a zestful flavoring of good news-buying minds are primed with saving thoughts . . . first each morning in Detroit via the columns of The Free Press.

Only through this newspaper are you permitted, as an advertiser, to have "first call" on Detroit homes every day.

The Detroit Free Press

"Advertised by Its Achievements."

VERREE & CONKLIN, Inc.

Foreign Representatives Detroit

New York

Chicago .

San Francisco



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Textile Industry's Wealth and Vast Extent

Unusual Trade Subdivisions and How They Would Affect Advertising

By Leon Allen

Of the Dry Goods Economist

FIGURES on the textile industry of the United States resemble a tabulation of costs of the war or a report by a "hope to repeat" election candidate on savings made during his administration. It would, therefore, be easy to place before the reader a set of figures which would make a Morgan, a Rothschild or a Rockefeller take notice.

For our purpose, though, I believe we can get a much more interesting, human and illuminating picture, if we confine ourselves to a few which indicate the scope of the industry and then follow through with examples which show the importance of the various factors in the textile distribution systems.

This for the reason that most figures are impressive but seldom interesting except to the financial mind, also that while we need to realize the extent of the textile industry our primary requisite is to get a cross section of its organism

clearly before us.

According to the United States Census the textiles are the third industry of the country in point of value of product - an industry capitalized at six billions of dollars, employing one million six hundred thousand men and women, with products valued at \$9,216,102,814.

These figures include the arbitrary manufacturing classifications of general use in the trade and referred to in a previous article— Fabrics, Narrow Fabrics, Floor Coverings, Curtains and Uphol-Coverings, Curtains and Uphol-stery, Specialties, Hosiery, Underwear and Knitted Outerwear.

Fabrics get first position be-cause they represent the greatest amount of capital and because to a marked degree in their distributive machinery the other groups of

the textile industry have in whole or in part followed the methods of the fabric group. Indeed it is safe to say that if we know how "piece goods" move through the trade we will bring to any textile that sense of market operation so essential to any successful advertising programme.

Since to get a "close up" of any industry it is necessary to go back to the sources of raw material and view the handling of that material in the earlier stages, let us begin our study of textile production and distribution with the handling

of the basic materials.

There are four basic textile materials-cotton, silk, wool and linen. Of these America uses only three in a raw state-the cotton of America, the silk, largely from Japan, and the wool of the United States, Argentine and Australia.

The fourth textile commoditylinen-which while sold in great quantities in the United States is almost entirely a proposition of the importing of finished goods. Linen flax under ordinary conditions is a product of Russia, Belgium and Ireland, but in the piece Irish linens set the pace for the

In itself the handling of raw cotton, silk and wool, so that they are available for manufacturing purposes, is a task of enormous magnitude. We take so many things for granted that few appreciate the millions invested im warehouse facilities and the capital required to move cotton from the cottonfields, wool from the four quarters of the globe, and silk from the Orient, and transforming them into such a condition that the textile manufacturer can be conveniently and economically supplied.

Perhaps we can understand bet-

ter when we realize that the size of the cotton crop for 1922, although about 2,000,000 bales less than 1920, will be about 10,500,000 bales.

The value of our wool importations for the year ending June, 1922, was \$88,981,570.

The value of our silk importations for the same period was \$347.620.727.

Moreover, we must understandthat this raw material must be separated, prepared and made available for manufacturing purposes, and right here the diversity of the textile business has a direct bearing.

THE FIRST STEP IS SPINNING

While to the layman the poundage consumption of yarns even in a small textile plant sounds large -the average mill requires so many weights, qualities and kinds of yarns that it cannot economically buy raw material and spin all the variety of yarns it needs. Consequently even many large mills which spin yarns of which they use great quantities turn to other sources of supply, and we have at the first step in the textile industry a division whose function it is to prepare raw material for the operator-the spinning division.

Many of the spinners form contacts with dealers who are in intimate touch with both manufacturing and selling ends of the market—one such organization through close business and personal connection with 250 spinning mills represents a total of 3,000,000 spindles.

There is a great degree of similarity about the next or manufacturing step in cotton, silk, linen and wool. We have on one hand the "grey goods" operator who makes only unfinished goods, and on the other the mills which take care of every finishing operation in their own plant or have it done under their direction.

This brings in the next two distributive factors—the commission house and the converter, but it is worth while to stop and consider the dyeing and finishing industry, as a great factor in textiles. In this field alone there is a wonderful chance for constructive business building. To date no American dyer has established himself in the consciousness of either wholesaler, retailer or consumer. Prior to the war a German—Louis Hermsdorf—had made great progress along this line, Hermsdorf Fast Black being a standard in the trade.

Despite the precedent and despite the wonderful opportunity, no American has stepped into his shoes. Maybe Americans haven't the faith in their finishes; maybe the advertising fraternity has lacked inspiration and salesmanship. Like the whereabouts of the "Rambling Rose"—nobody knows! Some dyer will some day be given the vision.

THE COMMISSION HOUSE

To those not connected with textiles, placing the Commission House seems to be a puzzle that has "Pigs in the Poke" backed off the boards.

A Sherlock Holmes, however, would instantly sense the secret by a comparison of the names over the fronts of the buildings on Worth and Franklin Streets or Fourth and Madison Avenues with the published list of bank directorates in this fair city by the Hudson.

Under our system of marketing textiles the Commission House is the largest individual factor. It assists in production by financing; it stabilizes by placing advance orders so that mills can operate; and it assumes the burden of selling.

To think of the retailer and the wholesaler in matters of distribution is common practice. It has been said so often that nearly everybody knows there are approximately 200,000 retailers of dry goods and about one thousand jobbers. Few, however, are aware that we have on record 970 textile commission houses, one of which alone handles the product of 67 mills and does a business of over one hundred millions of dollars.

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What goes on in an Advertising Agency?

"You'd be surprised!" Many things to do in the client's interest which he little knows of or appreciates. All must be done well—in the right order—some simultaneously.

Learn the inside workings of an agency. Understand what service you have a right to expect. Our free book "Operations" tells all—in analytical form—a complete definition of agency service.

FREE

If you are a corporate officer, general, sales, or advertising manager of a manufacturing concern. To others \$1 with order.



HOOPS

ADVERTISING COMPANY . EST . 1908

Charter Member—American Association
of Advertising Agencies
9 EAST HURON STREET



National Outdoor Advertising Bureau Audit Bureau of Circulations CHICAGO, ILLINOIS That we have not sold the commission house on advertising is lamentably true and the fault if you please, dear Brutus, is not with the commission house but with ourselves.

We have not talked to them in terms that would hold their interest and in but a very few cases have we understood the angles of approach.

More often than not our missionary work has been begun wrong end to. It is true that certain mills use commission houses simply as selling agents, acting independently in production policy, sales policy and financing. Broadly speaking, however, the mill owner, even in these cases, will move only after consultation with his commission house. That advertising is best sold, if indeed it is sold at all, which has the active support of the commission agent, particularly in the case of the powerful houses.

The commission house can be sold advertising if it is sold on the basis of an identifying and impelling force filling naturally into its method of operation. It can be sold if it gets fixed that advertising is simply an extension of the work and value of the ticket it already places on its merchandise. It can be sold if the commission man sees it as a desirable factor in acquiring that prestige which gains new accounts, and

that force which holds old ones.
On the other hand trying to get a commission house handling over fifty mills to accept advertising on the part of one mill as a life and death problem when perhaps the mill is operating to capacity largely on that commission house's money is very much like trying to interest Babe Ruth in waterproof varnish for bats when he is walking up to the plate in a World Series final, hoping to break his record.

May we point out here that in beginning from this point and taking up the so-to-speak standard movement of textiles we do not mean to infer by this that all textiles are distributed through this big machine. There are manufac-

turers making specialties or high style fabrics who sell direct to the retailer. It must be remembered, however, that it is the big stores, always seekers after primary markets who provide the field for the selling of novelties. The backbone of all retail business is the staple and the distributive machine is built to care for the rule and not for the exception.

THE CONVERTER

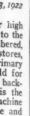
The Converter is in a sense a super wholesaler who buys goods in the grey, and has them dyed or finished to his specifications. In a less pronounced sense than the commission house, he is a balance wheel for the textile industry, stabilizing production and helping it meet the requirements of that great institution of which it is so formidable a part—Fashion.

Since the converter tries to ride with popular demand, he is a good advertising prospect, and it is interesting to note that one of the current advertising successes in fabrics is a converting house.

THE FACTOR

Before we leave this field of the primary handling of textiles, a word should be said regarding the place of the Factor. Clearly to define the word Factor as used in the textile business is practically impossible because the Factor embraces such a wide field of operation and comes into the picture at so many stages. The simplest description would be perhaps to say that the Factor is the commercial banker of the textile industry.

. It will be readily understood that in a business of such magnitude as the textile industry, large amounts of capital will be required at various times either in the movement of raw material or to cover the cost of production, or as frequently happens, to cover the operations of the Converter who buys on short time and sells to wholesalers and retailers very often on a sixty or ninety day basis. As a result, there have grown up organizations specializing in the finances of the textile business.



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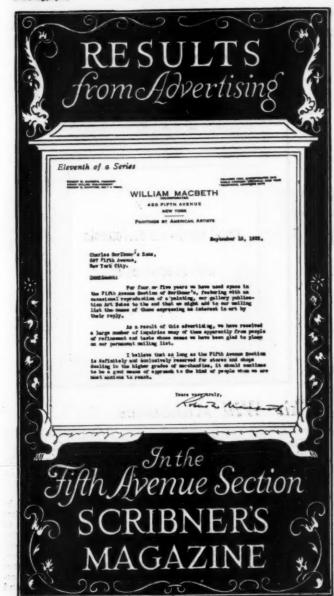
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January Number 112,000 Copies

One of The Quality Group





Read by
retai! hardware merchants
and executives of
hardware jobbing firms

This Will Announce

the purchase and incorporation into HARDWARE AGE of The Hardware Salesman, formerly published in Chicago. With its November issue The Hardware Salesman will be discontinued and its paid subscribers will become subscribers to HARDWARE AGE.

The Hardware Salesman was very widely read by hardware jobbers' traveling salesmen. Its large circulation, merged with that of HARDWARE AGE, will add a unique element of strength to HARDWARE AGE, primarily the news-business paper of the retail hardware merchant and executives of hardware jobbing firms. With this big increase in its jobbers' salesmen circulation, HARDWARE AGE can give the manufacturer complete contact with all factors in the sale of hardware merchandise, retail merchants, their department managers and clerks and wholesalers and their traveling men.

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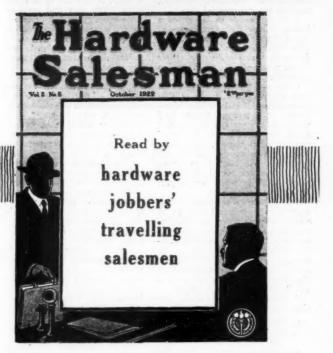
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To trac cor to cha

ate HE HARDWARE SALESMAN



Some manufacturers have the idea that hardware jobbers' salesmen are "order takers" only. Those manufacturers, however, that have worked with these men and kept them well informed about their products, so that they CAN sell them successfully, have found hardware jobbers' salesmen well worth cultivation. Since the great bulk of the merchandise that hardware dealers sell is bought from hardware jobbers, this powerful additional jobber salesmen circulation will be of great value to every HARDWARE AGE advertiser.

To all manufacturers who sell their goods through the hardware trade, retail, wholesale, or both, HARDWARE AGE extends a cordial invitation to discuss just what HARDWARE AGE can do to help them expand their business profitably through hardware channels.

HARDWARE AGE

239 W. 39th Street, New York, N. Y.

Sometimes these institutions are a part of the big commission houses, and sometimes they are independent operators handling nothing but commercial paper.

It is impossible to lay down a law as to how Factors operate because almost every one is a law unto itself and operates on a different basis and at different stages in the production and distribution

of textiles.

Some make loans to buyers of raw material, and to mills that have raw material in the warehouses or in transit. Others lend money on accounts receivable and check the credits of the mills' prospective customers, Still others cover the whole gamut of the trade and will take the paper of mill, converter or jobber, and others deal in whole or in part with trade acceptances.

Some Factors maintain industrial departments offering every variety of purchasing, engineering, and sales advice. The layman may say that this makes another identity which takes toll from the industry, but it is probably not an exaggeration to say that without the Factor in one form or another, the industry could not operate.

At this point textiles divide into these great markets:

a. The Cutting Up Trade;

b. Yardage Sales to Wholesalers;

c. Yardage Sales to Large Retailers.

Ordinarily the trade in speaking of cutters up means the garment manufacturer (coat, suit or dress maker). We use the term in a generic sense covering all these factors who take textiles in the piece and fabricate them into other commodities-ready-to-wear manufacturers, overall manufacturers, tent and awning makers, users of specialties such as the makers of tires, oilcloth, window shades and other commodities of which fabrics are a part.

Figures are not available on the textile consumption of the cutting up trade. The cutting up market represents the most desirable market from the manufacturer or commission house standpoint because it represents volume sales to a few customers.

There is only one fly in the oint-The fact that style gives the market an up and down movement that makes two grey hairs where there was one before.

Fashion says georgette today, taffeta tomorrow and crepes the

day after.

As a result the commission agent seeks a stabilizer by seeking out those distributors who use merchandise on a basis which removes it one or more degrees from the hectic atmosphere of ready-to-wear-the wholesaler and the wholesaler's customers-the retailers.

Along with this there is an extensive market which is not officially recognized by the trade, but which operates with the commission house or mill direct because it uses certain fabrics and wholesale quantities and insists on purchasing from first hands-the

large retailers.

This rarefied retail stratum helps further to stabilization of a mill's production curve because as you work from the centre of the distributive wheel outward, reactions become less violent and less de-cisive. The retailer goes on selling georgette long after ready-to-wear manufacturer could not give it away.

If we remember that the commission house is bending every effort to straighten out and raise his mill's production curve so that not only does it get even production but greater production we get some perspective of its problem.

And to re-emphasize what has been previously said in another way—if advertising is bought and sold on the basis that its function is to still further push the operating line upward, it has been offered on a basis the textile manufacturer or agent can understand, and on a principle which is a part of their daily programme.

THE WHOLESALER

When textiles get to this point they are definitely recognized as being in the hopper of the great

1922

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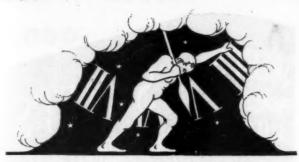
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"Time Waits for No Man"

—as advertisers striving to meet a closing date well know. That's when O'Flaherty Service counts. We know how to speed the works and turn out mats of "Peerless" quality in an amazingly short time. Because our mat-making and electrotype departments are on the same floor, it is easy. Try us.



O'FLAHERTY

Electrotypers Stereotypers Photoengravers

MAKERS OF PEERLESS MATS 313-321 West 37th Street New York

Our New Phone Number Fitzroy 2100

SWEET'S ENGINEERIN G CATALOGUE

SWEET'S ENGINEERING CATALOGUE

INDUSTRIAL AND

POWER PLANT

MATERIALS AND EOUIPMENT

> HINTH ANNUAL

INDUSTRIAL AND POWER PLANT MATERIALS AND EQUIPMENT

VINTH ANNIAL PRITION

WEETS CATALOGUE SERVICE, Inc.

VEW YORK, N. Y.

SWEETS CATALOGUE SERVICE, INC.

NEW YORK, N. Y.

15,000

buyers of industrial and power plant materials will receive this book—each selected to represent a quantity buyer of such commodities.

600

leading manufacturers co-operate to furnish these 15,000 buyers their combined catalogues.

ONE

place of reference for all catalogue material saves the buyer time, trouble, filing space and money.

ENGINEERING-CATALOGUE OF INDUSTRIAL and POWER PLANT MATERIALS and EQUIPMENT

Above is the story of "Sweet's Engineering" in a nutshell. Let us show you the sales-opportunities these 600 manufacturers will reap.

SWEET'S CATALOGUE SERVICE
THE F. W. DODGE COMPANY
133 West 44th Street
New York City

distributive machine known as the wholesale and retail dry goods business.

I have on previous occasions pointed out that certain parlor economists, talking through their honorable hats rave about the wholesaler without having any conception of his purpose or his service.

No less celebrated an economist than Henry George, as far back as 1889, said that wholesaling was a necessary function and compared wholesale houses to great reservoirs placed so that men could have their needs cared for as the occasion arose.

But somebody may not like Henry because he was a single taxer, so let's go farther back to our text book studies in economics. In these we were told that a commodity had four forms of utility:

Elementary Utility; Form Utility; Time Utility; Place Utility.

And further, that it was essential that these forms of utility be properly correlated if mankind was to be properly and economically served.

True as this is fundamentally of all commodities it is particularly true of textiles. Let us take cotton as an example.

In the bale, cotton is an elementary utility. When it is woven into cloth it assumes form utility. And then the two great elements of time and place enter.

Admitting that there are exceptions to the rule, cotton cloths are seasonal, their sale over the counter being largely confined to spring and summer. In this they differ from commodities like tea. coffee, sugar, soap, etc., which show a fairly level sales curve during the twelve months of the year, and also they present a harder distributive problem.

And—get this point, for it is important—the United States is so large that a big percentage of retailers are weeks and even months away from places where goods are produced.

Moreover, while they represent one of the best rated class of merchants, comparatively few have the capital to anticipate needs sufficiently far in advance to cover the operation of manufacture, transportation, and movement over the counter of many diverse lines of merchandise.

So for cotton to take on time and place utility some factor must be introduced which will place orders in advance so that the manufacturer can operate and the goods be available to the merchant of Knightstown, Ind., when the first warm day sends Madam downtown to buy gingham for the kiddies' summer clothes. That factor is the wholesaler working with and through the commission house who in turn anticipates his requirements.

He, the wholesaler, is a direct result of our geographical vastness which makes it important that warehousing and financial assistance be provided for the thousands of small merchants who serve the local needs of small commodities from Maine to Mexico and from Fort Lee to Hollywood.

Indeed, not only is Geography the cause of our distributive system, but it is the growing consciousness of the void which that geography creates which offers advertising its opportunity.

So in the next article of this series I will take up the subject—Geography—the obstacle of textile distribution and the opportunity of textile advertising.

Rickard Agency Advances J. R. White

James R. White, who has been with Rickard and Company, Inc., advertising agency, New York, for the last three years, has been appointed senior account executive in charge of the creative division.

A. L. Sweetser Joins James A. Stiles & Company

Arthur L. Sweetser, formerly with George Batten Company, Inc., has been elected treasurer and a director of James A. Stiles & Company, Inc., New York, business management organization.

Introducing the BROWNS of Elm Street—



"For the Browns are the real supporters of progress in the arts. They are always the first to take up the new idea. Who had incandescent mantles first? Neither you nor I; but the Browns had them while we walked in darkness. Who first discarded the old musical box and bought the gramophone? Who seized the safety bicycle and made it their own? Who listens to the voice of the inventor crying in the wilderness? Not the cultured and leisured ones of the land, not the literary and scientific, but the Browns, the Cerebos of the earth. They are the people who read the advertisements."

WILLIAM McFEE, in "Casuals of the Sea."

, 1922

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"... the real supporters of progress in the arts"

ELM STREET isn't the smartest street in town. That's Park Street—stately old thoroughfare where big houses dream serenely under majestic trees, surrounded by wandering vines and bright-eyed gardens.

Elm Street isn't quite—established. Elm Street's sidewalks are just as broad; but its trees are not quite so old. Its children are just as gay; but they're younger, too.

Yet, Elm Street's a happy street—there's so much living there. There's so much happy discontent.

For the people who live on Elm Street are the people who reach out and up—the wealthy in spirit and ambition who dream dreams and possess the energy to make them come true.

There are the Browns, for instance. They moved to Elm Street when Mr. Brown was made a junior partner in the firm. It was wonderful, those first few weeks. There were so many things to do—new furniture to buy, new rugs and draperies; a garden to build with a sun-dial at one end and a bird-bath at the other; shrubs to plant and stepping-stones to place. The children must have new clothes, and Mrs. Brown

Some day the Browns will move on to Park Street; to a still larger house and grander furniture; and the Brown children will go to the same parties and the same schools as the sons and daughters of the street of streets.

For the Browns are reaching out. They are the real pioneers of progress. The Browns aspire.

It is for the people who live on Elm Street—for the Browns—that *The Designer* is made.

Focussed editorially upon families who are moving upward, source book of facts and inspiration for guidance in the art of living, *The Designer* enjoys an

individuality unique among American periodicals.

Here is a great audience of people always on the alert for the new, eager to fare forth on adventures in acquisition.

Clo

Have you something to contribute to their richer, fuller, more bountiful living?

If you have, permit us to introduce to you—The Browns.

DESIGNER

THE DESIGNER PUBLISHING COMPANY, INC. NEW YORK



Shortening the Line to Reduce Price

Clothing Manufacturer Proves to Salesmen That a Single Line and a Small Number of Models Can Keep Them Busy

By Roy Dickinson

THEN a whole industry or an individual firm discusses the advisability of standardizing there is usually an argument right away. Whether it is a paving brick manufacturer, a shoe factory, the lumber industry or a concern making bird cages, the sales force often interposes an objection that sounds much the same in every case. "Our customers want a full line. have always been making twentyseven sizes and styles and they won't like it if we change," say the salesmen. But in every case that I know about where standardization has eventually won the day, the knock-down argument for the affirmative has usually been to point out that both consumers and are demanding lower prices without any diminution in quality. If, therefore, say the affirmative, we can show you how economy results from standardization and we can pass these savings on to the consumer, you will be able to sell easier.

In these discussions of standardization the production manager can, and often does, play an important part. If he and the sales force can get together upon some policy which they both think fair, both departments will work for the attainment of that object.

Such a discussion was held in June of this year, in the president's office of the H. B. Rosenthal-Ettlinger Company, successor to H. B. Rosenthal & Co., established in 1885, which up to last summer had made six distinct lines. It made a large general line of young men's suits and boys' suits, overcoats and mackinaws in addition to a line of separate pants. A meeting of the sales and production departments was called to discuss with the directors dropping every line except one—a boy's suit with two pairs of trousers.

The sales force faced, at the time of the meeting, an insistent demand on the part of both retailer and consumer for a good quality at a decidedly lower price. An article in Printers' Ink describing the action of the Paving Brick Manufacturers was under consideration, and the advisability of applying a principle of so widely divergent a line was being argued. The various departments finally got together on the following resolution presented by the production manager.

"Since we can forge ahead only by serving the retailers; and since their service under present conditions demands lower production cost; I move that we reduce our costs by standardization and specialization—that we, in the future, manufacture boys' clothing exclusively, and that we pass the sure savings on to our customers in lower prices."

COSTS REDUCED IN MANY WAYS

Having agreed on the resolution, the next thing was actually to reduce the selling cost. By confining all its energies to the exclusive manufacture of boys' clothing with a limited number of models instead of as before manufacturing six general lines, the company effected economies both by standardization and a reduction in the cutting expense of 50 per cent in the elimination of excess models. Having decided upon the methods to obtain economy of production, the next move was to transfer the plant from New York City to Poughkeepsie, N. Y., where a large rent reduction was effected. By concentrating on the one line, piece goods could be purchased in larger quantities so that buying power was increased and lower prices secured. With the limited number of models, trimmings, buttons and

the other accessories could also be purchased in larger quantities at lower prices.

At first the salesmen were worried about the new line. After they had called on certain of their retailers, however, it was realized that continuous operation with lower overhead could be made sure on a few models for which demand had been created. A big

per cent more trimmings could be cut in one day and that there was a saving of 50 per cent in matching up linings. The operators, it was discovered, also became more proficient under the policy of standardization in cutting fewer models, and again overhead was reduced. Even in such a small item as the matching of thread, a valuable saving was made in time

and therefore production costs were low-

ered.

When the economies were effected it became possible to offer the boys' suits with two pairs of pants backed by a guarantee, in a range of sizes from seven to eighteen, which could be retailed profitably at from, \$10 to \$16.50. Some of the salesmen went out on the road with fear and trepi-dation in their hearts because of the drastic change which their concern had made after thirty-seven years of selling a larger line. About the same time the announcement was published in a series of large-space advertisements reaching the trade and by a directby-mail campaign. One of the salesmen

who had been most worried about the change in policy, and who had been told when he started out on his trip that orders would be taken only up to factory production, sent in a wire with his trip only half over. He said, "Don't you think we'd better stop calling on new accounts? Our old customers won't like it unless they can get all their requirements." The quota set by the firm for its new standardized product was put at a half million dollars for the season. With five weeks still to go, the sales force has secured more than 70 per cent of its quota



A NEWSPAPER PAGE ANNOUNCING THE LINE OF BOYS'
CLOTHING EXCLUSIVELY

retailer came in while the firm members were having a conference. He was one of the men who had purchased his line for the coming season, but he said, "I will always look at the line of a specialist even though I have just bought. I always prefer to buy from a specialist, if possible, because I realize the production expense of his concern is probably less. He should be able to offer me better quality at a lower price."

It was discovered by the production manager that under the new method of making one line in a smaller number of models, 100

Advertise Children's Dress Goods in



YOUR sales message on children's dress goods is most timely if you advertise in "Child Life." Mothers in more than 100,000 better class American homes will see your advertisement when they are entertaining their little ones with nursery rhymes, pictures and stories in "Child Life." Then they will be in a receptive mood to learn of any product which concerns their children.

HILD LIFE

The mothers who read "Child Life" to their youngsters constitute a rich quality market which ever appreciates the best and is ready to purchase the best. They take pride in the appearance of their children. They will welcome a sales appeal for children's dress goods above the aver-

> age in wearing qualities and permanent beauty of colors. Advertise children's dress goods in "Child Life," and all else that kiddies wear and wear out.

and wear out



Write today for rates, detailed information and a copy of "Child Life" to look over.

Published by
RAND MCNALLY & COMPANY

536 S. Clark Street, Chicago Largest Publishers of Books for Children

Mothers who select read "CHILD LIFE" to their Children

. 23, 1922

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But Branded Brooms Are Advertised, Mr. Degen!

Some Facts Showing How This Price-ridden Field Is Responding to Advertising

GEO. BORGFELDT & CO.

NEW YORK CITY

Editor of PRINTERS' INK:

I am attaching an advertisement on brooms which recently came to my attention. As far as I am able to find out, there is not a trade-marked broom on the market. It seems to me that a manufacturer of brooms who would establish a brand name for his line and advertise it would find a big market until the manufacturer of brooms. It seems attrange that a household item.

It seems strange that a household item such as a broom has never been advertised under a brand name. Almost everything else that a housewife uses has been advertised, so why not a broom? There is always a need for a good broom in the home in spite of vacuum cleaners, mops, etc. Perhaps the "Schoolmaster" can interest a manufacturer of brooms sufficiently to take advantage of this suggestion.

R. F. DEGEN.

B UT brooms have been adver-tised, Mr. Degen! The Osborn Mfg. Company, of Cleveland, for one, has advertised its broom. And then there is the current advertising of the Fuller Brush Company in which its Aztec fibre broom is featured in commanding large-size space. Not only is this broom being advertised, but it is selling sensationally. Alfred C. selling sensationally. Alfred C. Fuller, the president of the company, informs us that its sale is already running to the tune of 700,000 annually. This is all the more remarkable when we consider that the broom sells for \$2.25, which in the past would have been regarded as a prohibitive price for a household broom.

The trouble with brooms has been that they were the victims of price competition. Brooms were regarded as a star "sales" item. A low price would always move large quantities of them. Finally the notion prevailed that brooms could be sold only in "sales." The effect that this condition had on the standards of the industry can easily be imagined. All the time, however, women were apparently willing to buy brooms just as they

buy other household articles from which they expect hard service. They were not so much interested in price as they were in the qualities in the broom. It took an advertising campaign to reveal this.

—[Ed. PRINTERS' INK.

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How Maine's Potatoes Are to Be Sold

The signing up of at least 50 per cent of Maine's entire potato production has been undertaken under auspices of the Aroostook Federation of Farmers, the Aroostook County Farm Bureau and other farmers' organizations.

It is planned to have a commodity

It is planned to have a commodity co-operative marketing association patterned after that of 60 groups in the South, West and North for the purpose of stabilizing the marketing of po-

The programme of the organization will include advertising to increase consumption, grading and garanteeing grades and, in general, changing a wastefully and disorderly system of marketing into a more efficient and satisfactory one.

Credits Advertising with Successful Paint Year

Successful Paint Year

Samuel R. Matlack, of George D.
Wetherill & Company, Philadelphia,
and president of the Paint Manufacturers' Association of the United
States, in addressing the association in
convention at Atlantic City, stated that
the success of 1922 as a paint year is
largely attributable to co-operative
activities and the "save-the-surface"
advertising campaign. According to
figures compiled by the Bureau of
Census, the output of paint and varnish
for the first six months of 1922 exceeded the output for the same period
of 1921 by 31.6 per cent and was 11.6
per cent greater than for the same
period of 1920.

Electrical Jobber and Manufacturer Advertise Jointly

Special advertising over dealers' names is being conducted jointly by the Lewis Electrical Supply Company of Boston and the Westinghouse Electric and Manufacturing Company in New England. The advertising is being handled by the Hunt-Luce Advertising Agency, Boston.

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New Woman on the Farm

How Advertising Has Raised Her Standards of Living and Created New Markets for "City-bred" Merchandise

By Forrest Crissey

TWO men were lately looking down from the "gallery" office of a prosperous store in a provincial city of about 20,000 inhabitants. One was the owner of the store, the other an old friend, a professional man, From this convenient lookout almost the entire main floor was under their

"I expected," remarked the visit-ing friend, "to find your store patronized mainly by farmers and their wives. But from what I see before me now I would say that your trade must be confined almost entirely to city people."

The merchant smiled as he re-

yet extinct-but the mean average American farm woman, as the weather man would say, has changed so much in the The pert to pick "

A National Magazine for Farm Women

ing. In fact I'm inclined to believe that you will find just as large a proportion of rubes in almost any city as in the country. According to my definition a rube is an ignorant, uncouth person of crude tastes and manners. The farm women of the United States have changed mightily in the last decade. They've progressed, on the average, much faster than the women of the cities. "How do you account for that?"

inquired the visitor from the big

"There are many reasons for this change," replied the storekeeper. "But the two most im-"See that group of six women at the tearest counter? Idinow them all and I'll give you'ny word that, three of them are firm women. Just ary to pick those from the this."

"Both are found the declared of the merchant. "Henry, you can most of the dwellers in large citic —you think a farm woman is a fremale hick." Some of them still are—the species is not yet extinct—but the mean average.

"But the two most life two most life auto-most life and advertising. These devertisements—generally beautifully illustrated—have revolution-lead the tastes of the farm women of America. They have also created a keen desire in the minds of these women for finer and better things—for cleaner and more attractive home surroundings, for labor-saving household conveniences, for better complexions, cleaner teeth, better clothes and better and more diversified foods."

"You've given me something to think about," remarked the visitor. "And I'm inclined to believe you're right. Certainly you're in a posiportant ones, I think, are the auto-

right. Certainly you're in a position to know what you're talking about.'

This incident-which is actual,

mmensely sigtypical of a hed country section of re trading vely easy

PRINTED TO

WEEB PUBLISHING COMPANY PUBLISHERS ST PAUL, MINNESOTA

Western Representatives Standard Farm Papers, Inc. 1189 Transportation Bidg Chicago, Ill.

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Bastern Representations
Wallace C, Richardson, Inc.
95 Madison Avenue
New York City

First

Total

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World

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5,028,

Third

4,427,

The Omaha World-Herald does it

Without the aid of a single word of any kind in any of the other Omaha newspapers, that there was being held in Omaha a great FOOD SHOW . . . every record for attendance was broken

More than 25,000 persons paid to see the Great Food Show as put on in October, 1922, by the World-Herald. (Total attendance 30,113). Many who came to see it in the evenings went away because it was impossible for them to get into the Big Omaha Auditorium. This show was put on for a six day period. The largest single day record—the largest hourly record, and the record for the greatest total attendance were all established at this show. And the World-Herald did it all alone.

Every exhibitor was more than pleased . . . the general verdict being that in Omaha, food manufacturers need only to use the World-Herald's intensive circulation to put across their selling campaigns.

Below are the volumes of food advertising appearing in the Omaha papers during the first ten months of 1922. Note that the World-Horalé published esserty as much Food Advertising as the other two Omaha energapers combined.

The City Circulation of The World-Herald is 43,000 Daily and 41,000 Sundsy.

In Greater Omaha there are about 52,000 homes.

National Exhibitors at the Omaha Food Show

Tater-Flake Corp. Harrow-Taylor Butter Co. Battle Creek Food Co.

Condensed Bluing Co.

Old Monk Olive Oil Co.

Kellogg Corn Flakes Co.
Jas. S. Kirk Co.
Apple Growers' Ass'n.
Wenatches District Co-Op. Ass'n.
Inglehart Brothers
Breakfast Brownles Co.
J. L. Kraft & Bros. Co.
G. Washington Coffee Co.
Ismert Hincke Milling Co.
Grain Belt Products Co.
F. H. Leggett Co.
Peet Brothers Mfg. Co.
D. Ghirardelli Co.
Lever Brothers Co.

Peet Brothers Mfg. Co.
D. Ghirardelli Co.
Lever Brothers Co.
Linn Products Co.
Morton Salt Co.
Rumford Baking Co.
Tolede Scales Co.
Barton Salt Co.
Royal Lemon Co.

Ass'n.
Genesee Pure Food Co.
Wilson & Co.
Harry C. Dennis Co.
Fitspatrick Bros.
American Beauty Macaroni
Purity Onts Co.

California Prune and Apricot Growers'

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9,170,875 Lines

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to use

5,028,254 Lines

4,427,017 Lines

Third Newspaper

nder.

How to Buy Printing

We received so many requests for copies of this book that the first edition was quickly exhausted. A second edition is now being printed, sufficiently large to fill all the applications now on file.

The length of time necessarily consumed in producing so elaborate a work requires us to ask a few days' further indulgence from those whose requests for copies have not yet been filled.

Charles Francis Press

Printing Crafts Building

Telephone Longacre 2320

461 Eighth Avenue, New York City

Ad PA

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To Loosen a Jam in Storage Produce

Advertising Once More Points to Its Accomplishments in California

PAID advertising has rescued in encouraging the people to eat more eggs. California and of the San Francisco territory from threatened disaster this year. With the mar-

ket overwhelmed with fresh eggs and with all indications that the storage stocks this fall and winter would reach unusual proportions, the California poultry producers and dealers realized they faced a serious situation. There had been a great surplus production without any material increase in consumption in the territory immediate served. Besides, the New York market, which formerly absorbed large quanti-California ties of white eggs, had been virtually lost owing to competition from Eastern producers and by the rail strike. It was a case of "something had to be done," but what that "something" was to be was the question.

The two campaigns in Los Angeles and in San Francisco were entirely independent of each other-conducted by different organizations and by methods that were

not quite similar. In the case of Los Angeles, it was F. M. Hudson, secretary of the Produce Exchange of the city, who came forward with the pronouncement favoring advertising as the only way of meeting the situation. He said the dealers and producers would have to subscribe several thousand dollars to be expended

There was considerable opposition to the suggestion at the outset. With clouds hanging rather

I am a Storage EGG

in the PRIZE EGG RECIPES

Starage 1665 in these Recipes

Southern California EGG Council

STORAGE EGGS FIND A CHAMPION IN ADVERTISING

heavy over the industry, the producers and dealers were not in a receptive mood to listen to a proposal to put money into adver-tising. But Mr. Hudson was armed with an array of facts and figures that made a deep impression. He recited what the raisin growers and the orange and lemon growers of California had accom-

Nov.

Geni

plished by advertising, detailing the ups and downs of those industries until they turned to advertising.

He finally won his point and was chosen to raise the necessary money by popular subscription. After a few weeks, \$10,000 was obtained and the advertising campaign was

launched.

The egg, with all its sterling qualities, was presented to the people in the Los Angeles trade territory in vigorous advertisements. The fact that egg prices were unusually low was a great aid in carrying out the campaign to a successful conclusion. The egg men frankly told the community that there was a surplus of eggs that had to be consumed. They told how the rail strike affected them, how overproduction had threatened the industry with serious consequences if the public did not respond . and how Southern ONE OF THE SMALLER ADVERTISE-California produced the best eggs in the world.

Copy of a general nature was followed by an announcement of a prize contest for egg recipes. To every woman who sent in a recipe that the judges deemed worthy to print in the newspapers, a check for \$1 was mailed. All advertisements in the campaign featured the recipes after they started to come in.

The housekeepers of Los Angeles took a keen interest in the contest, and the recipes came in by the hundreds. Every woman sending in a recipe received the





2 eggs or 4 yolks; add 3/2 cup sugar, 1/2 teaspoon vanilla-and-13/2 cups scalded milk; pour into buttered custard cups, sprinkle top with nutmeg and set in pan of hot water. Bake in a moderate oven (about 30 minutes) until firm,

MENTS OF THE SAN FRANCISCO

SERIES

Try Cup Custards: Slightly beat

following letter from the "Southern California Egg Council." as the advertisers styled their organized effort.

DEAR MADAM:

Accept out sincere thanks for your letter of recent date.

It has been most grati-

It has been most grati-fying to note the whole-hearted response of Southern Californial housewives to our californial for egg recipes. It will be no casy matter for the award-ing committee to decide which recipes shall be printed out of the thou-sands submitted. We sands submitted. We know that you appre-ciate their problem and will understand if your recipe does not appear in our advertisements,

If your recipe is printed, you will receive our check for same the week it appears.

Our advertisements our advertisements from now on will contain many delightful surprises for the house-wife who is wondering "what to serve." We know that you will watch them with interest.

We cannot close this letter without a com-ment upon the fine spirit of service that shone through most of the letters—the desire to pass on to others the secret of egg dishes that make one's own family make one's own family happy.

As the fresh egg market was cleared, the advertising copy was turned to stor-age eggs. The egg men explained just

what a storage egg is, how it comes to be such, and how it compares with the fresh egg. Just as the housekeeper cans fruit in season and puts it "in storage" for winter months, so must the egg dealers store eggs when the laying season is on, so a plentiful supply will be available during the eight months included in the off season. public responded to the appeal of the storage egg as it responded to the appeal of the fresh egg.

At the end of three months

there were two eggs being con-

23, 1922

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Subject: Old Salesmen Under New Conditions

Gentlemen:

Every well established manufacturer who has been in business for a number of years with a sales force has, on that force, some men who have grown up with the business, who have learned to conserve their time and have had initiative and determination sufficient to develop a system of solicitation which has produced good results. Such men very often compose the very backbone of the manufacturer's business. They can be depended upon to work hard and do their best.

When, however, times like the present come, business conditions not being the same, or when some new and stronger competition enters the field with entirely different methods, then, such substantial old salesmen find it harder to change their methods. Their first attitude toward the new program is apt to be sullen and even actively hostile followed by discouragement. They find it difficult to adapt themselves to the new system. The conviction and confidence are taken out of their bearing and their sales talk.

A situation is created which requires great patience and tact on the part of the manufacturer. He ought to realize that such men have given to his business the very best that they have. If enough time, skill and patience are used, such men can be won over to new methods of working, but they cannot be driven to it. If an attempt is made to force them to do things in a different way, they have a great deal of power in their hands to demonstrate that the new method is not as good as the old. They may be the cause of the failure of the new system, whereas, if they were shown slowly, but in a most friendly and considerate way that the new method of selling was more successful than the old, then those old veterans might still, for many years, be the backbone of the selling force.

Any advertising agency that does not understand a situation like this is liable to disrupt one of the advertiser's chief assets and to cause a back fire that will defeat the very program which the agent and the advertiser both are so anxious to make a success.

Very truly yours,

M. Gould Company

60 W. 35th St., N. Y.

Advertising Agency

The next letter in this series will appear in PRINTERS' INE, issue of Dec. 7.

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Making Sales Through the Intimate Appeal

Attractive display at the buyer's elbow produces many sales which goods less strategically placed fail to complete.

The Brooks Display Container (Patented) puts its contents in this favorable position, on the dealer's show-case. It sells those contents with remarkable celerity.

Unique construction, unusual attractiveness, simplicity and strength are all embodied in this container.

Let us design a Brooks Display Container for your product. Manufactured in a variety of sixes and shapes.

BROOKS BANK NOTE CO.

New York

Springfield, Mass.
Philadelphia

Boston

BROOKS DISPLAY CONTAINER

Lithographed Folding Boxes-Labels-Window Display
Advertising

. 23, 1922

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iveemsumed in Los Angeles where only one was consumed before the campaign was launched.

"Our fondest expectations have been greatly exceeded," said Mr. Hudson. "Ten thousand dollars never accomplished more in any advertising campaign than it is accomplishing for the egg industry of Southern California.

"We expect to repeat the campaign next year and in following years, irrespective of what the market conditions may be. Every producer and dealer who contributed toward this campaign has been thoroughly sold on the pulling power of advertising."

THE SAN FRANCISCO CAMPAIGN

The advertising in the San Francisco territory was conducted by the San Francisco Wholesale Dairy Products Exchange. The Exchange and Allied interests found themselves, late in the summer, with an unwieldy stock of storage eggs and a fair production of fresh eggs. The prices of the latter ranged at the time from thirty to forty cents per dozen and the problem, with these reasonable fresh-egg prices, was to reduce the storage stock.

Again, advertising was resorted to in order to stave off disasteradvertising accompanied by personal educational work on the dealers. The first effect of the advertising was to create a demand for eggs and fresh eggs seemed to he getting a good share of the calls. With the advance in price, however, the demand for fresh eggs naturally let down, and through the personal work on the dealers and through some special educational selling copy which was devoted particularly to storage eggs, interspersed with the regular schedule of the "Eat More Eggs" campaign, the demand for storage eggs was increased and a big dent was made in the number of cases that had been held in storage.

The advertising appeared in four San Francisco newspapers and also in Oakland papers and ran about once a week over approximately a three months' period

Assessments to meet the advertising expense were levied against firm members of the Exchange and also against allied businesses which are quick to profit or lose according to the success or failure of the egg industry.

These two campaigns are interesting for two reasons particularly: they indicate how the idea of co-operative adwertising effort has seized hold of all sorts of businesses in California and they also show growers and producers everywhere a way out when a season of over-production arrives.

German Paper Scarcity Forces Suspension of Periodicals

Suspension of reriodicals
Almost every day the suspension of
some periodical is reported in Germany
owing to the scarcity of raw material
and the high cost of production in the
paper industry, according to a report
from Consul Dumont at Frankfort-onMain. The situation has reached such
an acute stage that only with the greatest difficulty can publishers supply their
requirements.

est difficulty can publishers supply their requirements. The Frankfurter Zeitung, referring to the recent increase in the price of paper from 2,774 to 6,850 marks per 100 kilos, states that the extreme demands of the cellulose and paper manufacturers and their extraordinarily severe payment conditions have been modified, but the situation of the press is still precarious. Stress is laid upon the danger threatening the political and intellectual existence of the nation, due to the dying out of independent periodicals and the increasing control of the news service of the country by home syndicates and foreign capital.

Canadian Eggs Have Trade-Mark and Are Advertised

Mark and Are Advertised
Fresh eggs that are "absolutely reliable" are advertised in the newspapers of Vancouver, B. C. by the
B. C. Poultrymen's Exchange. The
Exchange's trade-mark, a hen rushing
along with a basket of eggs, occupies a
prominent position in the copy. The
advertisement states that these eggs
are "absolutely reliable because every
B. C. Maid' egg is selected and carefully graded according to government
standards. The hens that produce
these eggs are specially tended and
cared for by B. C.'s most scientific
keepers of fine laying hens." The
slogan of the Exchange, "Use B. C.
Maid Eggs," is also included in the
advertisement.

The Elmer H. Doe Advertising Agency, Louisville and Chicago, has secured the account of the Meyer-Both College of Commercial Art, Chicago.

The Oversold Manufacturer Is with Us Again

Reasons Are Not the Same as during the War, but Wartime Lessons Are Still Applicable

J. H. CROSS Co. PHILADELPHIA, Nov. 10, 1922.

Editor of PRINTERS' INK:

We are interested in obtaining inwe are interested in obtaining in-formation relating to manufacturers who continued to advertise when oversold. Any articles which your publication has printed would be of great help. We are particularly interested in food products. J. H. CROSS COMPANY.

RECENT issues of the various financial and business reviews contain frequent references to the scarcity of merchandise in different industries. Of course this is not a sign of the times. There is little likelihood of our witnessing again the mad rush for merchandise that characterized 1919 and part of 1920. The truth is that most manufacturers who, at present, are unable to keep up with orders, failed to guess correctly the size of the seasonal demand common to this period of the year. The large majority will find no difficulty meeting all demands after the holidays are past.

There is also the under supply of freight cars to be considered. For several weeks, now, a steadily increasing shortage of railway shipping facilities has been reported. A shortage of distributive machinery always precipitates a shortage of commodities. True, there may actually be a surplus of merchandise at the point of supply. Unless it is brought to mar-ket, however, it is an economic loss and a buying scramble is bound to occur.

It is interesting to observe, however, the closeness so many organizations are maintaining between production and orders. Apparently any flurry of fair proportion results in an inability to meet the Occasionally a set of demand. circumstances combine which actually force a company into such a badly oversold condition that months are required to catch up. The Studebaker Corporation, for

example, for several months has been in this rather enviable position and we understand if orders continue to pour in at the current rate it will be a long time before the factory is able to supply all

requisitions.

That Studebaker is not alone in this state of affairs is indicated by the inquiry from the J. H. Cross Company, printed above. Perhaps these organizations will find, as they did on one memorable occasion previously, that many of the orders vanish like snowballs when demand and supply get back on equal terms. Still, during the period when twenty-four hours a day is not sufficient for the calls made on the factory, the question of "to advertise or not to advertise" is bound to rise. Under these circumstances, if history counts for anything as a guide and mentor, manufacturing executives will take to heart the principles and experiences recounted in the following list of PRINTERS' INK references.—[Ed. PRINTERS' INK

Translating "Starchless" into "Stylish" for Collars; June 29, 1922; page

Advertising Pushes Phoenix Sales Be-rond Wartime Volume; September 8,

yond Wartime Volume; September 8, 1921; page 3. Why Studebaker Is Selling All the Cars It Can Make; August 11, 1921; page 25. How Cracker Jack Came to Follow the Circus into Town; April 7, 1921; page 76. Simmons Co. Capitalizes Advertising Done during War; February 10, 1921; nage 20.

Done during War; February 10, 1921; page 20.

Talking Turkey to the Timid Client; October 21, 1920; page 162.

Almond Growers Extend Market to Whole Year; October 14, 1920; page 93.

The "Oversold" Campaign That Builds Good-Will for an Entire Industry; September 23, 1920; page 3.

Western Clock Company Tells Workers Why It Advertises though Oversold; July 22, 1920; page 85.

The Little Fellow's Chance; July 8, 1920; page 161.

Advertising That Keeps Rival Industries from Encroaching on One Another; May 20, 1920; page 80.



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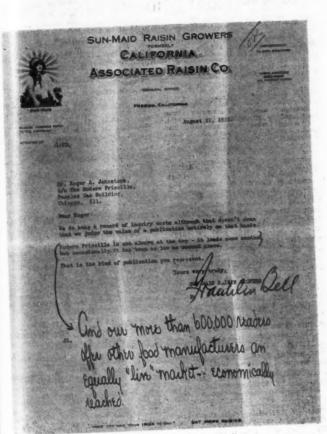
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The Growing Pains of Business; April

The Growing Pains of Landson St. 1920; page 165.
The Housing Advertising Opportunity; March 25, 1920; page 199.
Horse Sense in Foreign Advertising; February 26, 1920; page 97.
Advertising Guarantees Tomorrow's

February 26, 1920; page 97.
Advertising Guarantees Tomorrow's
Prosperity; February 5, 1920; page 200.
Advertising As an Investment When
Oversold; October 23, 1919; page 61.
How to Hold Advertising When the
Demand Exceeds Supply; September 25,

1919; page 141.

No Let Up in Advertising to Dealers, though Oversold; September 11, 1919; page 17.

page 17.
Advertise against Tomorrow's Production; July 31, 1919; page 167.
Oversold Output Is Advertising Impetus; June 12, 1919; page 170.
Hercules Advertised Then to Help Its Business Now; November 28, 1918;

Finding Now That Advertising dur-g War Period Paid; November 28, ing War Peri 1919; page 51. Launches Big

American Chicle Co. Launches Big Campaign on Victory Day; November 21, 1918; page 64. Reason for Eastman Kodak's Institu-Campaign; November 21, 1918; tional

page 42. Continental Motors Sees Big After e War Market; November 14, 1918; the

the War Market; November 10, 1926 45.

The Growing Interest in Good-Will Copy; November 7, 1918; page 44.

Use Advertising Now To Help You Then; October 31, 1918; page 101.

Digging in for Peace; October 31, 1918; page 45.

Advertising to Ensure Prestige; October 24, 1918; page 66.

Oversold but Advertising Protects Good-Will; October 17, 1918; page 111.

War-Time Advertising Puts a Brand of Peanuts on National Map; October 10, 1918; page 65.

of Peanuts on National Map; October 10, 1918; page 65.
Entering a Market in Its Absence; October 10, 1918; page 45.
Advertising That Produces Untraceable Business; October 3, 1918; page 57.
In Spite of War and Drought, California Fruit Growers Make Showing; September 19, 1918; page 53.
Advertises in War Emergency, Uncovers Rich New Market; September 12, 1918; page 37.
Autocar Advertising Sells the Truck Idea to the Country; August 29, 1918; page 93.

page 93.

page 93.

Advertises Now to Sell Houses after the War; August 29, 1918; page 37.

Advertising Carries Troy Wagon Works Co. Over Trying Change of Market; August 22, 1918; page 40.

Kellogg's Consumer Campaign to Sell Telephone Equipment; August 15, 1918;

page 53. What What British Advertisers Have Learned in War Time; August 8, 1918;

Abandons Bulk Sales and Pushes Its Brands When Materials Lessen; August 8, 1913; page 70. If You Can't Make Usual Deliveries Tell the Public Why; August 1, 1918; page 108

page 108.

How the War Is Testing the Vitality of the Automobile Industry; August 1,

1918; page 102.

The Scarcer the Supply the Stronger Is Safety Razor Advertising; July 25, 1918; page 54.

Ball-Bearing Manufacturers Advertise to Common End; July 25, 1918; page 70.

Specialty Manufacturers' New Officers

At the fourteenth annual convention of the American Specialty Manufacturen' Association held at Atlantic City Novem-ber 15 to 17 William W. Fraxier, Jr., of the Franklin Sugar Refining Company, Philadelphia, was elected president to succeed Fred Mason. The new vice-presidents are Frank D. Bristley, Royal Baking Powder Company, New York; Baking Powder Company, New York; R. R. Clark, Aunt Jemima Company, St. Louis, and Frank E. Barbour, Beech-Nut Packing Company, Cana-joharie, N. Y.

Decenver a racking company, Components, N. Y.
D. O. Everhard, Ohio Match Company, New York, was elected treasurer, and H. F. Thunborsi, New York, was reappointed secretary.

Van Camp Account with New Agency

The Van Camp Products dianapolis, "Van Camp's roducts Company, Camp's" canned Indianapolis, Indianapolis, "Van Camp's" canned goods, has placed its advertising account with The Dave Bloch Company, Inc., New York. The Bloch agency was recently organized by Dave E. Bloch, who for some time has been with the Peck Advertising Agency, and who for a number of years has been engaged in advertising agency work in New York.

Advertising the Absence of "Checkmakers"

One of the places in which a buyer frequently antagonized by forceful selling methods is the barber shop, and this fact is recognized and used to advantage in the advertising of the Terminal Barber Shops, New York.

"Do you know what a 'checkmaker'

"Do you know what a 'checkmaker' is?" one of its advertisements asks. It explains that this is "the name given to barbers who are expert in selling a man more service than he comes in to get. He is called 'a good checkmaker.'"

After this explanation the Terminal advertisement continues: "We have no comment to make on the matter, except to say that there are no 'good check-makers' in the Terminal System. We checkmated that when we started business, some fourteen years ago."

Winchester Advances Norman E. Horn

Norman E. Horn, advertising mana-ger of the Winchester Repeating Arms Company, Inc., New Haven, Conn., has been made assistant sales manager. R.

Hills succeeds Mr. Horn as E. advertising manager.

tronger uly 25, dvertise page 70.

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anarms nn., anaOUT of advertising experience of the past decade one salient fact stands out like Kaw in the Cornell backfield, and that is the simplicity of real advertising procedure.

As a profession we have accepted the fact that after all, advertising is but the modern method whereby the manufacturer or wholesaler of merchandise or service may tell about it to those whom he would have familiar with it.

We know that where there is no interest there is no sale until there is knowledge. And if the product is worth while its sale increases with the development of interest, with the dissemination of information, with the creation of favorable prejudice, and with the urge for action.

We know, too, that unless advertising in sequence follows the same line of succession the merchandise itself follows as it goes from mill to consumer, the gaps that this advertising must jump, the resistance with which it must meet, the lack of contact between supply and demand, and the reversing of the circuit will at least require a tremendous amount of unnecessary and costly power if it functions at all.

Just why this proves so universally true in dry goods is not always appreciated, however, and for this reason the following article on "Sequence" will prove of real value to the plan man either in the agency or the manufacturing plant.

THE PLACE OF THE BUSINESS PAPER

No. 3 Sequence

The principle of presenting a product to each distributive factor in the succession of his place in the distributing machine is today recognized by leading advertising executives.

Nearly everyone admits that if there is any virtue whatever in advertising to influence the thought of anyone, then advertising first to the primary market operators and then to the merchant who buys for a community is as logical as advertising to the manicurist who buys for herself and who, after all, will buy what the merchant has if he doesn't happen to have that for which she asks.

Business paper men and general media men agree, too, that the ideal thing to do is to do both, if the appropriation makes it possible to go to the manicurist following the merchant, after the more important of the two has been properly done.

Cold figures prove that this is right. We know of two lines of practically identical and competitive merchandise. One of them is being advertised to the public, and is being presented to the trade as "it is advertised." The other, unfortunately

IN THE NATIONAL CAMPAIGN

is not advertised to the public; but fortunately it is being regularly advertised to the retail merchants of this country on an informative, inspirational basis, presenting its merits and its value. Both have distribution, and in some stores both lines are carried. The average retail order for the first line in the year 1921 amounted to \$210.

The average retail order in the same time for line number two amounted to nearly \$1,400. The difference is due to two different conceptions of what constitutes "dealer influence," and a failure to use advertising in sequence. Neither manufacturer is doing a complete advertising job. If manufacturer number two could afford it, he should add consumer advertising to his dealer advertising. But he has at least proved his own wisdom in doing first things first—and the failure to do this is costing manufacturer number one real money.

In the field of dry goods and allied lines, advertising has never worked profitably as a force; but it does work unfailingly when applied in logical sequence to helping each man and woman in turn who passes the goods through the great machine of distribution, helping him or her to better understand and to better function.

THE BUSINESS PAPER IN THE NATIONAL CAMPAIGN

This, however, is only part of the picture. Advertising to the wholesaler and the retailer should be timed when they buy and not when their customers buy.

On many dry goods lines sold to consumers from September on, the wholesaler will come into the market in January. The big retailer in February and March. The small retailer in April and May, or even June or July.

After these factors make their investment for Fall selling, no amount of advertising effort can change their selling. They have made an investment in merchandise which must be liquidated before they can buy more goods.

How successful advertisers are fitting the business papers into their national campaign so as to reach these distributors *prior* to *their* investment in merchandise is a development we will be glad to discuss with any interested manufacturer or advertising agent.

The Economist Group

40,000 paid circulation in 10,646 towns, blanketing 35,000 retail stores, which do over 75% of the total business in the United States on dry goods, apparel and allied lines.

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What Expenditures Should Be Charged to the Advertising Account?

Many Advertisers Are Guarding Their Appropriations from Dissipation through Irrelevant Charges

By John Allen Murphy

IN the first instalment of this I article, which was published in last week's issue of PRINTERS' INK. considerable evidence was presented showing in detail what items many of our leading advertisers charge to the advertising account. I promised to analyze this evidence in this, the second and concluding instalment. Be-fore making this analysis, however, let us examine some more evidence, most of which has come in since the first article was writ-After all, what most readers are interested in is the actual practices of advertisers. want to know exactly what manufacturers are charging against advertising. It is therefore impossible to give too many real samples.

We are indebted to the Asso-ciation of National Advertisers for some of the information that One member of that organization divides his advertising appropriation into sixteen distinct expenditures. Here are, with the percentage of the

appropriation put into each: Periodical advertising space... Periodical art work and plates Direct-mail advertising..... Catalogues and envelopes.... 1903 House-organ 0429 Samples and displays..... 0405 Postage . Postage
Prints and negatives of jobs.
Plates and photos for agents.
Imprinting for agents.
Stationery and office supplies. 0761 .0043 .0146 .0067 Freight, express and cartage outbound 0045 Miscellaneous 0169 Salaries .0902 Traveling expense 16. Depreciation, taxes, insurance. .0108 .9993

his advertising account is divided into these compartments:

General Advertising and Overhead 1.... Salaries

Rent, phone, etc. Traveling

TRADE WORK

Salaries

Rent, phones, etc. Traveling

8. . . . Distribution

9...Direct by Mail 10...Trade Booklets

11... Miscellaneous DIRECT PUBLICITY

Magazines

13...Newspapers
14...Street-Car Space
15...Posters

16....Trade Papers

17....Display 18....Distribution of Displays

19....Recipe Books 20....Direct by Mail, Circulars,

Letters, etc Permanent Displays

22...Moving Pictures 23...Shippers Miscel. Label Charges, etc.

24 Portfolios, Albums, Maps,

Calendars, etc. Miscellaneous Booklets 25.

26 Box Files Box Racks

... Miscellaneous

manufacturer of a product handles his advertising expenditures under these classifications:

AGRICULTURAL APPROPRIATION

Literature

Literature Agricultural Adv. Farm Paperà Agricultural Direct Advertising Agricultural Direct Advertising-Postage Better Farming Agricultural Blasters Folders

Drawings
Half-Tones, Electros
Postage, Expressage and Stationery
Storage-Room Expense
Proportion Equipment and Maint and Maintenance, including Office Rent and

Salaries Incidentals

antern Slides

Films Fibre Fence Signs Dealers' Folders

Another member reported that

Metal Signs Mailing Lists Distributive GENERAL APPROPRIATION Chemical Memo Books Pipes General Publicity Advertising Trade Advertising Policy Advertising General Catalogue Drawings Prayings
Half-Tones, Electros
Postage, Expressage and Stationery
Storage-Room Expense
Proportion Equipment and Main and Maintenance, including Office Rent and Salaries Miscellaneous Circulars

Another member of the Association of National Advertisers reported:

'We list the usual items of expense charged against advertising, for instance:

Incidentals Miscellaneous

Distributive

(a) Salaries
(b) Printing and Stationery used in the Advertising Department.

(c) Postage expenses incurred by the Advertising Department.
(d) Office furniture and equipment, and repairs and renewals of same.

(e) Office expenses and supplies, which are not otherwise provided for and which cannot be definitely classed but are in the nature more or less of special expenditures.

(f) Telephone and telegraph expenses of the Advertising Department. (g) Rent for office space, store-room,

etc. (h) Traveling and entertainment ex-penses of Advertising Department representatives.

(j) Advertising material — that is, catalogues, samples, copy illustrations, art

catalogues, samples, copy illustrations, art work, cuts, express, freight charges, models, etc.—all these items in connection with publications or material prepared by the company.

(k) Publications which are not published by the company, but which the company uses, that is to say, periodical advertising, which includes trade and technical catalogues, general media, programmes, guides, etc. Included in this item is the cost of copy, cuts, art work, etc. etc.

(1) Expenses for exhibitions—all ex-penses in connection with conventions, associations, trade meetings, etc., including cost of material, traveling and entertainment expenses which are in-curred in the interest of any specific convention or exhibit.

(m) Promotion work — We include under this item such material as lantern slides, motion pictures, and a little direct-by-mail material (letters and folders) which are sent out in the in-terest of some sales effort or educational work—all of which we consider in a measure indirect advertising.

In its questionnaire to members the A. N. A. asked this question: "What items do you include in your advertising appropriation budget?" The following tabulation was made, based on the answers received from this query;

Salaries	38 Members
Office Equipment	11 "
Stationery	28
Samples	24 "
Share of Rental	10 "
Postage	47 "
Packing and Cartons	25 "
Transportation	

In one case, Foreign Advertising is added to the list. In another case, "Several promotion items" are stated to be "wrongly" Convention included. Dealers' Expenses is an additional item in one instance where Salaries, Office Equipment, Stationery and Share of Rental are not included. Another unusual addition is Bonuses, The only Stationery included in one case is "Large runs of envelopes." One member has to include "Entertaining" expenses. In regard to Office Equipment, one member states that equipment usable in other departmentssuch as typewriters-is not charged to advertising appropriation. Included in one appropriation is "Nothing but Space."

A letter has come to PRINTERS' INK from the Mint Products Company, which should be included

in this record. Here it is:
"We include in our advertising account, advertising appropriation and advertising budget:

Magazines Newspapers Advertising Automobiles Original cost 1/2 operator's salary All depreciation and insurance Street-Car Advertising All Sampling Charges Theatre Programmes Poster Advertising
Painted and Illuminated Signs
Display Cases
Original Cost Shipping Charges Direct and Promotional

Window Displays and Display Material Merchandise and Donations Department Expense Miscellaneous:

All miscellaneous charges not covered by above classifications, such as miscellaneous printing cuts, unusual expense, miscellane23, 1922 embers

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Members

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The NATION'S BUSINESS



The CHANGER of Cores Me Direct States of America

Washington

Eovember Twentieth.

Dear Mr. Easters

When Provident Chapline of the LaSalle Extension University again considers making such a fine direct announcement to business executives as that in the Post this week, I believe you will want to consider also the MATION'S BUSINESS for this reason:

We will carry President Chapline's message to

20,385 Presidents of Corporations.

Partners, Proprietors of Corporations. 4,168

9,224 Vice Presidents of Corporations.

8,010 Secretaries of Corporations.

5,320 Treasurers of Corporations.

5,290 Directors, Chairmen of Boards, Engineers,

Counsels and Superintendents.

General Managers.

55,523 Major Executives.

22.728 Other Executives. 76,251 Total

The Post is tramendously effective of course in reaching the business market - you can probably buy nething more effective - but The MATION'S BUSINESS added to the great sweep of the Post will give you an extra showing before just the men in the great mass audience that you want most certainly to read this "To Executives" message. The added cost is only \$600. Please accept our congratulations on a strong message full of character and splendidly executed.

Mr. Louis Easter, Pres., H. W. Eastor & Sons Co., 14 East Jackson Boulevard, Chicago, Illinois.

Very truly yours,

Director of Advertising.

The RATION'S BUSINESS.

FROM THENATION'S BUSINESS

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500,000 Feet!

¶ That means 250,000 pairs of shoes. At an average price of \$5.00 per pair, these would cost \$1,250,000.

This is only one of many items 85,000 subscribers to THE ROTARIAN have to buy—every year. On a basis of three persons to the family, it means that they have 250,000 people to buy for.

¶ The folks who read THE ROTARIAN are successful business and professional men with an average personal income of more than \$10,000 each, representing a total Buying Power in excess of \$850,000,000 annually.

¶ Turn to the right and take the road that will connect you directly with this fertile field.

ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

CHICAGO
Constantine & Jackson
West 16th St., New York
6 So. Charlotte St., Edinburgh, Scotland

CHICAGO
Advertising Manager
Frank R. Jennings
Thos. Stephenson 910 So. Michigan Blvd., Chicago

Subscription price: \$1.50 in U. S., Newfoundland, Cubs, and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by Rotary International

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Alfred Decker & Cohn, manufacturers of Society Brand Clothes, contribute some pertinent information to the subject we are discussing. They say:

"We apply a rather strict construction as to our interpretation of advertising expenses—that is, we charge to the advertising account, only those expenditures which are very clearly advertising expenses. Following is a list of the items which we charge to the advertising account:

Newspaper Advertising Magazines
Trade Papers
Preparation of Billboard Posters
Window Cards
Movie Slides
Street-Car Cards
Dealer Service
Charity and Donations
Subscriptions and Periodicals

"In addition there are some dealer helps which we sell to our dealers. However, in all such cases, we sell such material for less than the cost of production so that a part of the cost of such material necessarily comes out of our advertising appropriation—for example, suit boxes, illustrated letterheads, etc.

"In addition to this, the advertising department bears a part of the general expenses of the business. Heat, light, etc., are allocated to the various departments of the business, including the advertising department.

"Sales promotion expenses are also charged to the advertising account. We include in sales promotion expenses, such items as exhibits, booklets and folders sent to our dealers, salesmen's portfolios, etc.

"We know that many concerns charge sales promotion expenses to the sales account. However, we think it is a function of the advertising department to create both the consumer and dealer demands for our product. Our sales promotional literature should secure the inquiries from prospective dealers. The advertising department should then develop such inquiries by correspondence—then

the actual selling taken over by the sales department."

The Aunt Jemima Mills Company tells Printers' Ink about what it charges to advertising. G. A. Aylsworth, the vice-president, writes:

"Such items as samples, demonstrations, free goods, picnic programmes and contributions to bazaars are charged to advertising To be more explicit, we are careful to divide our sales expense and our advertising accounts in a very definite way although in the final analysis they are both chargeable to Sales Expense, as selling and advertising go hand in hand.

"Our magazines, newspapers, trade papers, poster boards, street car cards, window pasters and store helps are all charged to advertising account.

"Cartons, containers, labels, stationery, price lists, salesmen's calling cards do not belong in the advertising account. Some are charged to sales costs and others to production costs. Donations to charities are administration, and we do not figure that the production department, selling department, or the advertising department should be handicapped by being loaded with such items.

"Your reference to contributions to bazaars is somewhat different. We have a habit in our institution of permitting bazaars and other charitable institutions, to buy our products at a little less than half price. This is charged to the advertising account, provided the proposition is put up as an advertising scheme rather than strictly charity."

It would be possible to go on almost endlessly printing statements of this character, but they would only duplicate the facts that have already been given. I have tried, in so far as it was possible, to tell the practices only of those advertisers who have recognized the seriousness of the subject under discussion and who are honestly trying to keep their advertising accounts free from charges that do not belong there. To be sure, you have noticed, as you read the recital of the ac-

Nov.

counting practices of the advertisers mentioned in this series, many items which you would not concede to be advertising, by any manner of means. That, however, does not mean that these concerns are misusing their appropriations. As a whole, most of the companies whose methods have been described are following a carefully thought out policy. If they are including items in their advertising accounts that by all the laws of logic have no right to be there, it will usually be found that some cause peculiar to the individual business under consideration makes it advisable to include these charges. In most instances these objectionable items are insignificant, rarely amounting to over 5 per cent of the total appropriation.

"CHARGE IT TO ADVERTISING"

So much for the constructive side of this investigation. other side is not so heartening and since it is not helpful there is no need to devote too much valuable space to it. A few sentences will suffice to cover it. I ran across one case where 70 per cent of an advertiser's appropriation was put into expenditures that could not by the widest stretch of the imagination be called advertising. another case a manufacturer donated more than a hundred thousand dollars to the Red Cross, Y. M. C. A., Knights of Columbus and similar organizations and had charged it all to the advertising account. These are excellent causes and deserve the liberal support of business men, but to charge these contributions to advertising is sublimely ridiculous.

Another company had guaranteed its prices to jobbers against decline. When it had to make good on this guarantee later, the money paid out in this way was posted against the advertising appropriation. One concern became involved in expensive litigation with the Federal Trade Commission and charged the entire expense to advertising. A certain well-known manufacturer is a deacon in a church. He yearly writes a check for the church's

annual deficit and tells his cashier that it was an advertising expenditure. A certain manufacturer has for years maintained a chain of highly unprofitable stores. The loss that these stores sustain is regularly deducted from the advertising appropriation. The head of a large company runs a "gentleman's farm" on the side and loses about as much money as is usually lost on these farms. That would be all right if merely indulged in as an expensive hobby, but it is all wrong, since he charges the cost of his indulgence to advertising. Goodness knows why he does it. Anyway the net result of his idiosyncrasy is that the advertising appropriation is partly mis-directed and to that extent the work of the sales division of his business is handicapped.

I have found every imaginable sort of an expense charged to advertising, from the landscaping of the factory grounds to the membership in a golf club. Again, I've found manufacturers who said they were large advertisers, but on examination discovered that they were doing no advertising at All of their appropriation was going into sampling, canvassing, premiums or demonstrations. Now we all know that these are, under certain conditions, excel-lent things to do. Often they very helpfully supplement in an advertising campaign. There are times when these items belong in the advertising account. ordinarily when a firm sends out a crew of canvassers it should not delude itself into believing that it is advertising. The canvassers may be needed, but they should usually be charged to selling. If the canvassers are backed up by advertising, in the Fuller Brush Company fashion, then of course the company has a legitimate advertising charge.

The same is true of demonstrations. Demonstrations that are unsupported by advertising and that are conducted independent of the advertising campaign should not be charged to advertising. Several other border-line charges of this kind might be mentioned. cashier expendiarer has hain of The loss is regu-

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Catches the Prospect Who is Sold but Forgets to Buy

No matter how effective your magazine copy, there are always a number of real prospects you never catch simply because—although convinced—they forget to buy, or do not know where your product is for sale. Not due to a fault in the national copy, but to the fact that the pulling power of the best advertisement in the world diminishes as soon as the page is turned.

Giant Ads come nearer to remedying this condition than any other form of publicity. As they are exactly like your national advertisements in illustration and text, they are sure reminders of both your advertisement and your product. No chance for the prospect to forget, for they do their reminding at the store where your goods are for sale. They definitely brand your dealer's store as the place to buy the article.

Giant Ads can be made in any size in black and white or any number of colors. Usual sizes are 17x22, 19x25, 25x38, 38x50. Write or phone for rate card and descriptive booklet.

NATIONAL PROCESS COMPANY, INC.

117 East 24th Street, New York

Phones: MAD ison Square 9676-9677-9124-10258

PITTSBURGH OFFICE: Century Bldg. Telephone, SMI thfield 1162

GIANT ADS

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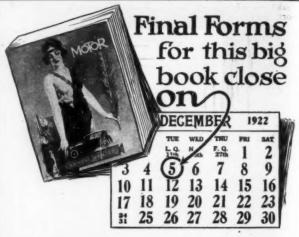
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THE Annual January Show and Reference Number of MoToR will consist of approximately four hundred pages of advertising and editorial matter and, as previously stated, the edition will number 75,000 copies.

For this reason, the printer has designated December 5th as the final date for the acceptance of advertising copy scheduled for this important issue.

The cooperation of all advertisers and agencies is, therefore, requested. The Show Number of MoToR must be on the newsstands on January 2nd in order to quicken interest in the big Automobile Shows and to do this we must commence running on the press by December 6th.

If you have not forwarded copy to date, please do so at once.



119 West 40th St. New York

Chicago Hearst Bldg. Detroit Kresge Bldg. 23, 1022

Probably you would not guess it but one of the biggest advertising leaks may be found in the over-organized advertising department. The importance of this point can best be illustrated by an incident.

A few years ago a prominent advertising manager, who had been regarded as conspicuously successful, was suddenly requested to hand in his resignation.

The request hit him right between the eyes. He was popularly hailed as one of the really big advertising directors of the country. The sales of the company had shown a remarkable increase since he headed its advertising department. The officers of the concern seemed to be well pleased with his work. He was certain that he had a life job.

THE PLIGHT OF AN ADVERTISING MANAGER

Why then was he asked to resign? He went before the board of directors and angrily demanded an explanation. It was given to him without any hesitation, the president doing all the talking. "We like you personally, Harri-"You have son," said the chief. been a hard working, loyal, honest member of this organization, but you are not a good advertising You are one of the executive. best office managers I have ever known, but you are deficient in sales vision. You know too much about half-tones, paper stock, fil-ing systems and other details and not enough about markets. Having your filing cabinets up to the minute has been more important in your estimation than our newspaper campaign in the South. You have over-systematized your department. You are smothered with detail-with the result that you have no time to think or to plan. You have seventy-five persons in your department. Their salaries eat up too large a share of your appropriation.

"Here is a record of our advertising expenditures for the last four years or since you have been with us. You will note that in no year has less than 30 per cent of

the appropriation gone into the mere expense of running the department. Such a load, my dear sir, would have broken the back of any campaign. We have given you a liberal appropriation every year, but the record before me shows in black and white that you have largely frittered it away. You have evidently regarded yourself as the company's official placator. Instead of using the money put at your disposal for increasing sales, you have used it as a means of conciliating hostile factors in the trade. You have tossed a bit here and there to please this or that buyer and to satisfy certain salesmen played you for an easy mark.

"You thought you were succeeding, and I'll admit we did, too, because our business has been expanding in what seemed satisfactory volume. This report, however, which I have prepared, reveals clearly that our increased sales are not what they should have been. They have been due more to the new lines which we have added rather than to the effectiveness of our advertising.

"I think your trouble, Harrison, has been that you lacked a basic plan. You did not have a broad programme. You failed to coordinate and to tie together our many-sided selling activities. You did not link our various lines into a close knit family of products. Our whole selling scheme is too disjointed. We want a man in your place who can straighten out the tangle. Temperamentally you are not suited to the job. If you wish to stay with us, the position of office manager is open for you."

of office manager is open for you."
The plight of Harrison is entirely too common. Too many advertising managers use up too big a slice of their appropriations for the mere running of their offices. This is a leak that should be plugged up.

Now that we have sized up about every expense that should go into the advertising account, and every expense that should not, what are we going to do about it? The writing of this article is not going to put a stop to all the

bad practices that have been men-We may always expect tioned. to have appropriations preyed on by fugitive mediums and by donation seekers and by entertainment votaries, and by miscel-laneous other guises and entries. Manufacturers will continue to sample, to canvass and to demon-They will continue to strate. cover up indiscreet expenditures by tossing it into advertising. They will be frequently tempted in one way or another to load the advertising account with a hundred and one varieties of irrele-vant charges. If that is so, the situation is hopeless and we might as well leave well enough alone.

But, fortunately, that is not the se. The situation is not hopecase. There is one thing every manufacturer can do that will immediately remedy the conditions I have been deploring. It is this: Let these manufacturers give up their slipshod bookkeeping methods and install a modern accounting system. The omnibus account that bunches all related expenditures under one heading is an outworn, behind-the-times, bookkeeping practice that was once used to hide information. The purpose of up-to-date accounting is to give information. There should be separate accounts for all the major divisions of advertising. Besides, donations, bonuses, entertaining, demonstrations, etc., should all be charged up separately. In that way a manufacturer can tell exactly where his money has gone.

One company has its accounts so highly subdivided that it has an account even for cook books. It will be recalled that in the first instalment of this article it was shown that several concerns, such as the Armstrong Cork Company, Cleveland Tractor Company and the Printz-Beiderman Company, follow the plan of specalizing their accounts. This is the tendency. The idea should be strongly encouraged. Then when the board of directors gets its report, it will not find the bald statement "Advertising \$410,000," with the result that the directors

decide that is "too much money to be giving the newspapers." Instead they will see the newspapers received only \$97,000; that \$68,000 was put into catalogues; that the mere item of postage alone was \$44,000, and so on.

Above all, it must be remembered that the really efficient advertising director of today knows that he must be the watchdog of his appropriation and guard it jealously from dissipation. There is no quicker way for our advertising man to demonstrate his incompetency than to let his appropriation slip away so that there is not enough of it left to put across the big advertising programme which a close analysis of the sales condition of the business shows to be necessary.

Katz Agency Appoints H. H. King

Hal H. King, formerly advertising manager of the C. L. Best Tractor Company, San Leandro, Cal., has been placed in charge of the Pacific Coast territory of the E. Katz Special Advertising Agency, New York. He will make his headquarters at San Francisco. Mr. King was at one time with the Advertising Service Company, Inc., San Francisco.

Poor Richard Club Opens Advertising Class

The Poor Richard Club, Philadelphia opened its advertising class November 15, with an enrolment of more than 100 students. Regular paid instructors will tutor the class. The class is under the directorship of Robert H. Dippy, of the advertising agency which bears his name.

John Othen with Allied Newspapers, Inc.

John Othen, for twelve years advertising manager of the Jacksonville, Fla., Florida Metropolis, has joined the Atlanta office of Allied Newspapers, Inc., as traveling representative in the States of Florida, Georgia, North Carolina, South Carolina and Virginia.

Walter B. Miller has been appointed manager of the agricultural service department of the Standard Farm Papers, Inc., Chicago, effective December 1.

The Miami, Okla., Record-Herald has appointed M. C. Mogensen & Company, Inc., as Pacific Coast advertising representatives.

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LAST CALL!

Advertising Forms for the Second Edition

EMF Electrical Year Book

Close December 1, 1922



No advertiser can dominate the E M F ELECTRICAL YEAR BOOK. Classified advertising inserted under appropriate listings gives to every manufacturer, whether large or small, equal opportunity to gain the attention of the prospective purchaser.

Consequently, adequate representation in the E M F need not entail heavy expense.

No advertising campaign for 1923 will be complete without representation in this most frequently consulted of all electrical media.

Write for complete details without delay!

ELECTRICAL TRADE PUBLISHING CO.

53 W. Jackson Blvd., Chicago, Ill.

NEW YORK 280 Madison Ave. CLEVELAND 5005 Euclid Ave.

Also Publisher of THE JOBBER'S SALESMAN.

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up

REWARD

There are merchandising and advertising men whose ability and vision compare with the leaders of other professions, and who are making valuable contributions, not only to the businesses they serve, but also to the welfare of mankind.

Despite this fact, advertisers continue content with counsel who have not even the second reason for being in business.

L. ROY CURTISS

Merchandising and Advertising Counsel
Aeolian Hall
New York



Merchandising or advertising counsel is constructive only when it penetrates to the root of business conditions

"Supremacy of New England" Keynote of Providence Meeting

Advertising Clubs' Convention Adopts Resolutions to Encourage New England Agriculture and to Co-operate with Sectional Trade Organizations

HE third annual convention of the New England Association of Advertising Clubs, held at Providence, November 16, 17 and 18, brought out the largest attendance of the association's annual meetings so far. About 1,200 delegates, many of them women. registered from all parts of New England. The meeting was held under the auspices of the Town Criers Club of Rhode Island and the Women's Advertising Club of Providence.

Resolutions urging manufacturers to brand their merchandise Made in New England" in order that it may contribute in building up a belief in New England supremacy, and providing for marketing assistance to the farmer to assure the prosperity of New England agriculture, upon which the supremacy of New England industry depends, were among six resolutions presented at the closing session.

The Portland Advertising Club, of Portland, Me., conducted a vigorous campaign for the selection of Portland as the 1923 convention city and in addition to winning this honor also captured the silver cup given by the Providence club for the largest attendance at this year's meeting.

At the business sessions, many speakers emphasized the importance of advertising and market analysis as among the necessary steps to be taken toward a reestablishment of New England's supremacy in the industrial markets of this country and the world.

"The thing that the New England manufacturer must learn to do is to make advertising the foundation of his business," said foundation of his business," Charles Coolidge Parlin, manager of commercial research for the

Curtis Publishing Co., in his address. "It must be the keynote of the activities of his concern, and he must tie up all of the activities

of his business with it.

"The advertising must be a flag and standard of the concern to which everyone connected with the firm must measure up. New England hold her markets? There is only one answer-can she sell? Do you know why Western firms are doing so much advertising? They are trying to get business you already have got. The trouble with New England manufacturers is that they have hitched advertising to one side of their business and when it came time to retrench, it was simply lopped off. New England, if she is going to maintain her manufactures, must get branded and advertised goods, especially if she is going to compete with manufacturers in other sections of the country on quality alone when their goods are so much better advertised."

AT THE ROOT OF THE PROBLEM

Harry Tipper, of New York, manager of Automotive Industries, another speaker, said in his address that advertising is only one of the factors entering into the problem and asserted that what is needed is a thorough analysis of marketing costs. New England manufacturers have not studied their marketing costs. "The problem of New England is not one that you need to be pessimistic about," he declared. "Others have faced the same problem and have conquered it and New England manufacturers, if they will study into each individual operation of their marketing problem, will be able to master it."

Among the other speakers at the

convention were John A. Sherley, secretary-treasurer of the Eastern States Agricultural and Industrial League, who spoke on "Marketing New England's Natural Products -Individually and Collectively," and declared that New England's decline of late years was due to the fact that the same methods of management, financing and dis-tribution had not been applied to agriculture that have been used in other industries; Philip W. Blake, of the Maine State Chamber of Commerce, whose subject was on "Advertising as a Factor in New England's Renaissance"; Chester I. Campbell, president of the Pilgrim Publicity Association of Boston; Judge E. Allen Frost, of Chicago, general counsel for the Poster Advertising Association, Inc., and member of the National Commission of the Associated Advertising Clubs of the World; George B. Hendrick, general sales manager of the W. L. Douglas Shoe Co. of Brockton, Mass.; and Carl Hunt, of New York, manager of the A. A. C. of W.

During the convention the Industrial Editors Association met and discussed the problems, uses and benefits of the "house-organ," and the publications produced by employers for distribution among employees. About 200 house magazine editors were present.

The three-day session wound up with the good-bye luncheon pre-sided over by W. Clark Mays. The delegates saw two moving picture films, the Town Crier \$10,000 screen version of "Why Providence?" and "New England's Winter Sports."

During the afternoon the following telegram was received by the Association: "The New England Shoe and Leather Association sends cordial greetings to our live-wire advertising experts and congratulates them on the constructive work they are doing for this section. Selling New England to New Englanders is the big thing we must put across just

The various organizations represented at the convention were as follows: Advertising Women's Club of Boston; Pilgrim Publicity Association of Boston; Old Colony Advertising Brockton; Advertising Club of Bridgeport; Hartford Advertising Club; Lowell Advertising Club; New Haven Advertising Club; Portland Advertising Club; Women's Advertising Club of Criers Providence; Town of Rhode Island; Springfield Advertising Club; Advertising Club of Worcester.

The third annual banquet was held on Friday evening, George W. Gardiner, vice-president of the Union Trust Co. of Providence, toastmaster, presiding. Speakers included Frank P. Sibley, Boston war correspondent; Dr. Tehyi Hsieh, U. S. Head of the Chinese Trade and Labor Board; and Hon. Daniel A. Reed, Congressman from New State.

"Orchard and Farm" to Be Part of Two Pacific Coast Newspapers

Orchard and Farm will appear as part of the Sunday editions of the Los Angeles Examiner and of the San Francisco Examiner.

According to James C. Knollin, who will continue to be in charge of the editorial department, Orchard and Farm will be published in tabloid form and will be a "cross" between a farm journal, a newspaper and magazine.

Vernon Johnston, formerly with the Capper Publications, has been appointed business manager of Orchard Farm.

Kastor Agency Has Durant Account

The H. W. Kastor & Sons Company, Chicago advertising agency, has obtained the account of The Durant Corporation. New York, manufacturer of "Durant" and "Star" automobiles.

J. K. Groom Represents

Danville, Ill., "Press"
The Danville, Ill., "Orwing Press
has appointed J. K. Groom, advertising
director of the Northern Illinois Group
of Newspapers, as its Western special representative.

J. W. Sieverling, formerly advertising manager of the Federal Electric Company, Chicago, has joined the advertising department of the Addressograph Company, Chicago.

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DECALCOMANIE LINE

shows the consumer the shortest way to the point of actual sales.

GOOD AD WINDOW SIGNS

Decalcomanie Transfer Advertising that "goes on forever"

—used by leading advertisers and seen by millions of people on thousands of store windows every day—and many times a day

—applied very easily by just dipping in water, smoothing down on glass, then removing paper.



Send for actual Decalcomanie samples to try—also, for illustrated literature and details of non-obligating, free sketch offer.

We have some particularly interesting information for advertising agents.

PALM, FECHTELER & CO.

Decalcomanie Pioneers

67 Fifth Avenue

New York

Representatives in all principal cities

Do You Know Your Prospects?

How Some Concerns Are Keeping Their Prospect List Alive

ACME STEEL GOODS COMPANY CHICAGO

Editor of PRINTERS' INK:

We would like to have references to any articles which have been published in PRINTERS' INK covering the experiences of manufacturers selling direct to the consumer, in keeping a record of firms that are not, for one reason or another, potential users of the manufacturer's product.

While we are all in business to deal with the live ones, we find that very often we are soliciting the business of a firm which at some time in the past has been found to be unable to use any of our products.

ACME STEEL GOODS COMPANY.

THE product referred to in this inquiry is known as the Acme Nailless Strapping System. It is sold to shippers of practically all forms of packaged products. If we interpret the query correctly, the Acme Steel Goods Company has discovered that it is soliciting the business of many firms that are not legitimate prospects for the strapping system.

This is quite common. No mailing or prospect list is so accurate that every name is a red-hot lead. In fact the reverse is generally true. Most lists contain a goodly portion of dead names. However, there is no reason for sitting back, on this account, and allowing what is bad to become worse.

We assume that the Acme company is selling entirely through the mails. When salesmen are calling on the trade it is a simple matter to keep the list letter perfect. Many firms have their salesmen call on every likely user of the product and in this way learn whether they are worth keeping on the list.

Others employ what are known as visitors. Butler Brothers, of Chicago, follow this practice. The men aim to call on every merchant in their territory once every year or two. They go over the accounts in each town receiving the catalogue. If the merchant is not entitled to the catalogue his name is removed from the list.

The visitors also make recommendations concerning dealers not getting every issue of the catalogue. The best prospects receive each number. Another group gets every other issue and those classed as only fair prospects are mailed only infrequent issues. Poor prospects do not get the catalogue at all.

We know of other manufacturers who keep their lists active through business-paper advertising. They advertise for inquiries and their catalogues are mailed only to those specifically requesting it.

The same plan is worked through direct advertising. A campaign of from two to five or more pieces is sent to the prospect list. Unless at least one answer is received the stencil is destroyed.

Then there is the plan of maintaining a list of all concerns that may at some time or another become purchasers. A record of all orders received is kept on the prospect list cards. If an order is not received within a specified period, say a year or two, off comes the name.

Under all these systems an effort is always made to ascertain through some reliable method whether the names on the prospect list actually represent prospects. It is not safe merely to run through the list and use snap judgment. Even when every safeguard is employed it is entirely likely some good prospects will be lost in the shuffle. Of course this is sometimes necessary in the general interests of economy. However, considerable skill is needed in wielding the pruning knife and unless a list has been permitted to run absolutely wild it is best to leave it as it is rather than allow someone without the requisite experience to do the culling .- [Ed. PRINTERS' INK.

A business publication and directmail advertising campaign on "Baker's Analyzed Chemicals" is planned by the J. T. Baker Chemical Company, Phillipsburg, N. J. This account has been placed with the Hazard Advertising Corporation, New York.



35,000 Readers and Every One a Prospect

—that's what the Annual Show Number of Motor Life offers to manufacturers of cars and automotive equipment;

-35,000 motorists so keenly interested in motoring that they subscribe and pay for a magazine devoted wholly to their interests as car owners, who are the first to buy and who exert powerful influence on the buying of others;

—Who can be reached at a time when they are reading and thinking of the thing they are particularly interested in—motoring—at the low cost of \$8.00 per page per thousand (one-time rate \$275.00) or, on yearly contract (\$200.00) at \$6.00 per page per thousand. Extra color \$50.00 per page additional.

Forms for the Show Number close December 11.

Mail or wire your reservations now.

Motor Life

1056 W. Van Buren St. CHICAGO

25 W. 45th St. NEW YORK 3050 E. Grand Blvd.

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Change of Rates Effere

DISPLAY ADVERTISING THE PUBLIC LEDGE

MORNING

EVENING

Effective November 15, 1922

All advertising for insertion on week days will be accepted evening editions in combination

POSITION OR CLASSIFICATION

Run of Paper
Page Two
Page Three
Amusements
Political
Reading Notices (Foot of Column, Adv. Affixed). First Page.

*SUNDAY ROTOGRAVURE-INTAGLIO SECTION

1 Time
13 Times or 5,000 Lines Within One Year
26 Times or 10,000 " " "
52 Times or 15.000 " " "

Minimum Space 50 lines. Forms close 12 days in advance date of public Column measurement 23 agate lines wide, 294 lines deep, 7 columns wide, 20 to page. Cancellations not accepted within 21 days of publication date.

POSITION RATES: When a condition of order and if available. Following of preadito rates. Following and next to reading matter add 50% to rates. Las Public specified page Evening Public Ledger, combined add 25%. Top of page, r ager trate per line. Top of pages 2 or 3, three times the rate per line.

Financial, Insurance and							Used				PER AGATE LINE										
mercial Advertising Within One Year:						d				Morning and Evening,		Sunday and Evening		Sunday Edition							
1	Time															\$.70	\$	1.00	\$.80
52	Times					 											.63		.90		.75
104	Times																.60				
156	Times	0															.57				

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MORE 270,000 DAILY

EASTERN MANAGER: HUGH BURKE 364 Madison Ave., New York, N. Y. PUBLIC 🗳

Cyrus H. K. Cis, Pu

ffere November 15, 1922

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PER AGATE LINE

	and	1	Sunday and Evening	Sunday
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owing o is reading matter add 30% es. Las Public Ledger, daily, and page, respective times the above

Advert mays \$1000 Per Page shed pi days in advance of publically are copy accepted. Measurement inches wide by 21½ inches

gnized tising agency commission by the 15th of the month NO CASH DISCOUNT. bills as inser incor incor stated on orders are as-errors, and charges will be be cl with rate card. accor

reser or one year on contracts lines ore, provided copy starts days

PUBLIC LEDGER

MORNING-EVENING-SUNDAY

Classified Advertising Rates

NOVEMBER 15, 1022

Classified Advertising, except classes otherwise noted,† is accepted only for—all editions—morning and evening, One morning and one evening constitute ONE insertion.

	Per A	each
One time (morning and evening)		
3 times (3 mornings and 3 evenings) within 7 day		
*7 times consecutive (7 mornings and 6 evenings)		.30
1000 lines in 1 year		.35
Help, Situations, Rooms and Boarding, 1 time		.35
3 or more times, within 7 days		,25
Educational, Hotels, Resorts and Travel, 1 time.		.45
30 times		.40
Parcel Post, Poultry, Farm and Garden, 1 time.		.48
13 times within one year		.40

Following Notices Accepted for Public Ledger or Evening Public Ledger

CLASSIFICATIONS
†Auctions. Morning or Evening 3
Morning and Evening
†Church and Benevolent, Morning or Evening
Morning and Evening
†Legal, General Notices, Morning or Evening
Morning and Evening
Charter Notices, Application to Governor— Three times, once a week
Charter Notices, Application to Court— Three times, once a week
Letters of Administration, 8 times, once a week 10.0
Letters Testamentary, 6 times, once a week 10.0
Widow Claim Notices, 4 times, twice a week 8.0

Same size copy must appear in order to obtain benefit of 8 and 7 time insertion rates.

On agate type advertising count 6 words to each line. In combination orders Sunday Public Ledger may be included as one of morning insertions.

On 3-time orders any three mornings and any three evenings within 7 days may be used.

*7 times means 1 Sunday, 6 daily mornings and 6 daily

LEDGER

is, Publisher

MORE THAN 220,000 SUNDAY

WESTERN MANAGER: GUY S, OSBORN 1302 Tribune Building, Chicago, Ill.



Selling to New Hotels

"Per Room" Requirements for a New Hotel

Here are a few of the construction items that make up a lengthy list. They are figured on the basis of requirements for just one single bedroom in a newly con-structed hotel. This takes account of the innumerable remodeling operations that are constantly going on.

that are constantly going on.

5% tons of stone and marble of
various kinds.

48% barrels of cement.

3034 brick of all kinds.

682 lin. feet of pipe of various kinds.

41 sq. feet of terrasso and mesale

361/2 sq. feet of tile floors. 4541/2 sq. feet of wood and cement

34 sq. feet of roofing. 2¼ radiators. 3 3-5 doors.

1 3-5 windows. 631/2 yards of expanded metal.

Figures specially prepared by The George A. Fuller Company

Vast quantities of construction materials, equipment and supplies go every year into new hotels and into old hotels that are remodeling. In order to sell that market there are three factors that must be taken into consideration:

- (1) The operators and managers of hetels already constructed who will huild and manage the hotels of the future.
- (2) The individualsciers, chambers of com-merce, business men, etc. —identified with new hotel projects.
- (3) The consultants-greattects, engineers, con-tractors, etc.,—who ad-vise on construction vise om problems.

Let HOTEL MANAGE. MENT'S Merchandising Staff explain how advertising in this publication ties together, into one complete plan, all of these important factors.

Ahrens Publishing Company, Inc.

R. D. SMITH, Western Manager

20 E. Erie Street, Chicago

342 Madison Avenue New York City

Blanchard-Nichols-Coleman, Pacific Coast Representative

Trade

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Meaning and Scope of New Trade-Mark Enactment

Trade-Mark Section of 1922 Tariff Act Must Be Construed in Light of International Trade-Mark Convention

By Chauncey P. Carter

SECTION 526 of the Tariff Act of 1922 reproduced in PRINT-IRS' INK of Nov. 2, which has to do with the importation of trademerchandise, has apmarked parently adequately met the prob-lem raised by the recent Court decision in the Java rice powder case. It will be recalled that in this case the Court refused to enjoin the sale of genuine Java rice powder by one who was not the exclusive agent in this country of the French producers and who had procured the genuine article not directly from such producers but through the intermediary of foreign firms that purchased either directly or indirectly from the French producer. This decision was a severe blow to exclusive agents in this country for foreign trade-marked articles. practically took away from them their exclusive rights except as shipments to this country could be controlled by the foreign trade-mark owner. Owing to the many valuable patent and trade-mark licenses and sales affecting German products engineered by the Alien Property Custodian and Federal Trade Commission, the decision took on added interest. There was a possibility that those who had secured control of German trade-marked articles might not be able to restrain importation into this country of the original article by the original German producer.

The new enactment in the tariff law merely makes it unlawful to import foreign trademarked merchandise where the trade-mark is owned and registered in our Patent Office and in the Treasury Department by a domestic firm. Foreign trademark owners seldom transfertile to their trade-marks to ex-

clusive agents in this country. Consequently this enactment would hardly have been of much value in offsetting the Java rice powder decision, except for the fact that the United States has long since adhered to an International Convention dealing with patents, trade-marks, etc., which has also been adhered to by practically every foreign country of any importance. This Convention provides that "The subjects of citizens of each of the contracting countries shall enjoy, in all the other countries of the Union, with regard to . . . trademarks, trade names, the statements of place of origin, suppression of unfair competition, the advantages which the respective laws now grant or may hereafter grant to the citizens of that country."

PROTECTION FOR FOREIGN OWNERS

Applying this international obligation to the legislation in question, it at once becomes apparent that foreign trade-mark owners are on a par with domestic trademark owners with respect thereto. Upon registration of their trademarks in the Patent Office and subsequently in the Treasury Department foreign trade-mark owners are entitled to the same protection against the importation of merchandise bearing such registered trade-mark without their consent at the time of importation.

It will be seen that the combination of the Convention and the Tariff enactment constitutes a complete and satisfactory answer to the Java case. The French owner of the Java mark may now, after registration in the Patent Office, file such mark in the Treasury Department and thereby prevent the importation of even the

Non

genuine powder through any channels other than the exclusive agents here. Exclusive agents for other foreign trade-marked products may arrange like protection for their agency relations.

Under this enactment, registration of trade-marks in the Treasury Department in accordance with the provisions of Section 27 of the Trade-mark Act promises to become very popular and perhaps to constitute a burden on the Customs Officials not heretofore contemplated. It is not at all improbable that special facilities for the examination and comparison with registered marks of trademarks on imported merchandise will have to be provided at the more important ports.

Parcel Post Weights Practically Universal

A revised chart of parcel post rates and weights has been compiled by the Post Office Department which shows that there are two maximum weights for shipment of packages from the United States to foreign countries now in universal use: One is twenty-two pounds and the other is eleven pounds. The exceptions to these limits are the Republic of Panama and Shanghai. (hina, which have a maximum limit of fifty pounds, and Ecuador, which has a maximum of twenty pounds.

Methodists Advertise an Invitation

The general public of Indianapolis was invited through newspaper advertising to attend the councils and meetings of the Methodist Church recently held at that city. The copy was headed "Methodists" and in smaller type appeared the words: "This especially concerns you," which was followed by a general invitation.

Flavor Account with Grand Rapids, Mich., Agency

A campaign which will include husiness publication and direct-mail advertising is planned by Foote & Jenks, Jackson, Mich., flavor manufacturers. The account has been placed with The H. & J. Stevens Company. Grand Rapids, Mich., advertising agency.

Sandy Hamilton, formerly with the Potts-Turnbull Company, Inc., is now with the Ferry-Hanly Advertising Company, Inc., Kansas City, Mo.



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23, 1922

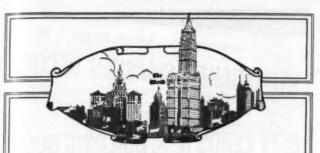
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URING the ten months ending October 31st, THE WORLD printed agrand total of 1,452,560 separate advertisements. This was 509,892 in excess of the number printed in the next highest New York paper.

Each one of these transactions, at the rate of nearly 5000 a day, established an intimate contact between THE WORLD and an advertiser, to which contact THE WORLD added the seal of confidence and passed the message along to an alert and loyal body of readers.

It is an achievement to have played the trusted intermediary in nearly a million and a half transactions in a period of ten months, especially where the entire value of the service rendered depends upon immediate and tangible results.



Cetorid

MALLERS BUILDING CHICAGO PULITZER BUILDING NEW YORK FORD BUILDING

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Now is the time to get in on the ground floor with your trade name in the center of the extensive and prosperous Northern Indiana-Southern Michigan Trade Territory.

The South Bend News-Times with its guaranteed Daily and Sunday circulation of 20,000 is your avenue of approach. Ask us for particulars, for merchandising assistance, for proof of results.

The South Bend News-Times has the only Sunday A. B. C. service. Its rotogravure section is an exclusive feature.

The News-Times leads.

SOUTH BEND NEWS-TIMES

Daily

Sunday

Member A. B. C.

J. M. Stephenson, Publisher R. H. McAuliffe, Natl. Adv. Mgr.

W. R. Armstrong, Adv. Mgr.

Foreign Representatives

LORENZEN & THOMPSON, INC.

San Francisco Los Angeles

in Francisco Los Ange

Chicago New York

7. 23, 1922

E NAYION

Shoe Dealer Advertises to Teachers

A particular group of consumers is being appealed to in the newspaper advertising of the Wert-Stroup Company, Indianapolis shoe dealer, in an advertisement addressed "To teachers, who carry the burden of young and old America on two feet." The copy features Arch-Aid Shoes, made by a Rochester manufacturer. Rochester manufacturer.

Rochester manufacturer.
The advertisement tells of the service to customers offered by the Wert-Stroup Company as follows:
"Our sale-smen have been trained and have all the sale-smen have been trained and have to fit your feet exactly. If you have any serious trouble with your feet, our Pediatrist will make an examination and show you what to do to get well."

Tide Water Oil Reports **Profits**

The Tide Water Oil Company, New York, "Veedol" and "Tydol," reports the total volume of business for itself the total volume of outsiness for insert and its subsidiaries for the nine months ended September 30, 1922, as \$38,539, 809. Expenses for this period amounted to \$33,104,533, leaving an operating in-come of \$5,435,276. After deducting to \$33,104,553, leaving an operating in-come of \$5,435,276. After deducting depreciation and depletion, the net in-come amounted to \$3,294,517 against a loss of \$4,202,507 for the corresponding period of last year.

Packard Closes Year with Profit

For the fiscal year ended August 31, 1922, the Packard Motor Car Company, Detroit, shows a net profit of \$2,115,828. The company reported a net loss of \$987,366 in the previous year.

The company is now producing cars and trucks at the rate of approximately 1800 a month and planned increase.

1,800 a month, and plans to increase that amount to 2,250 monthly beginning in December, according to Alvan Macauley, president.

New England Hotel Men Vote Advertising Fund

The sum of \$25,000, to be used for advertising, was voted by the New England Hotel Men's Association at its annual meeting, recently held at Pittsfield, Mass. James W. F. Mc-Adams, of Meriden, Conn., was named president.

M. L. Sitgreaves, formerly advertis-M. L. Sitgreaves, formerly advertising manager of Julius Garfinkle & Co., Washington, D. C., and H. L. Coulling have formed an advertising business at Washington, D. C., under the name of Sitgreaves—Advertising.

Bernard L. Waish, recently with the Dort Motor Company, is in charge of sales promotion for the Sitgreaves orcanization.

ganization.



923

THE sustained and overwhelming demand for advertising space in "PUNCH" resulting in all space being sold until the end of 1922, and a long Waiting List established, is the most eloquent proof of the value which advertisers of high-class goods and service place upon it.

A very considerable proportion of the limited space in

available for advertising during 1923 is already booked up or in negotiation.

Advertisers who have not yet made sure of the space they will require in 1923 should take immediate action. It is always a pleasure to be able to give advertisers exactly the dates they prefer, but seldom possible unless advance bookings are made. Rates and full part culars from

MARION JEAN LYON Advertisement Manager "PUNCH" 10 Bewberie Street, London, E.C. 4 England

The Circulation of

CLINICAL MEDICINE

is international in character. Advertisers receive inquiries and orders from all over the world.

TO REACH THE MEDICAL PROFESSION USE CLINICAL MEDICINE

Rates on Application

The American Journal of CLINICAL MEDICINE

Chicago

New York



Ban on Advertising Made British Elections Apathetic

By Thomas Russell London Correspondent of PRINTERS' INK

L EADERS of the great political parties in Britain mutually agreed to cut out all election advertising for the period of the campaign terminating on November 15, the date of the General Election.

This is in consequence of a legal decision. Recent legislation limits the amount which may be spent by a candidate for Parliament and judges have ruled that money spent by a central organization in any constituency must be treated as the candidate's expenditure. If the statutory sum is exceeded, the candidate is unseated!

The result of this is that there was practically no election advertising; and the absence of advertising caused the usual excitement preceding the election to be replaced by apathy and general indifference.

Another circumstance which restricted advertising and inhibited public interest was that the usual lavish employment of election posters is impossible. There is such a boom in outdoor advertising, consequent upon the co-operative advertising of the billposting trade already reported in Printers' Ink, that all the hoardings are filled with business posters, under binding contracts for display.

Lack of advertising has sufficed to kill fifty per cent of the political interest. It should, of course, be remembered that personal gain enters little into British politics. Only ministerial offices are affected by the vote. Among the people, no man loses his job because his party is beaten at the polls.

We need advertising to wake up our political feelings. We aren't getting it and, like the famous hen, we are "more than usual ca'm: we do not care one single dam!" ng

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Nov. 23, 1922

MAINE

Morning
Paper
State

The Five Morning Papers have a combined circulation of 72,846

The Six Afternoon Papers have a combined circulation of 63,522

SUN, Lewiston,	14,016
DAILY NEWS, Bangor,	20,558
SENTINEL, Waterville,	5,886
JOURNAL, Augusta,	10,178
PRESS HERALD, Portland,	22,208
(Oct. 1, 1922, Post Office Statements)	72,846

Other reasons why the morning papers are a better buy will be told in a series of advertisements, of which this is the first.

IT TAKES more than good presswork to produce good printing. "Complete Mechanical Equipment" alone doesn't turn out printed matter that brings results.

Many concerns buy Rogers & Company printing year after year for the same reason this one gives us: ".... because you will give us a book that has brains in it besides good printing." *

That the brains are experienced and are applied with a knowledge of the results to be accomplished is evidenced by what another writes: ".... we have been swamped with replies, and every mail brings in two hundred or three hundred returned post cards." *



Rogers & Company Producers of Planned Printing

20th and Calumet Chicago 8th Ave. at 34th St. New York

*Excerpts from letters received from our clients

The "Recipe" as an Advertising Appeal to Women

Great Damage Can Be Done to the Prestige of a Product by the Careless Introduction of Recipes That "Don't Come Out Right"

By a Practical Housekeeper

HERE is something for the advertiser to think about, and it is written with a serious purpose in mind. Perhaps there are many refutations of what I am about to set down. Perhaps the good overbalances the bad. In any event, I am not inclined to acquiesce without having my say.

As an average housekeeper, I am interested in advertising. I know that I have profited by the messages it has brought me through the years. But occasionally something happens in my own home which seems to challenge a common advertising practice—that of elaborately conceived recipes, with an invitation to try them.

Here is an actual experience. My little girl brought me a women's magazine containing a page advertisement, in colors, for baking powder. There was an almost life-size reproduction of a gorgeous chocolate cake. It looked tempting. The recipe was a new one to me. And my little daughter wanted me to make up a cake "just like that one."

The magazine was spread out on the kitchen table and instructions were followed to the letter. Nothing was omitted or slighted. I did exactly what I was told to do. It sounded interesting, although I am rather famous for my chocolate layer cake. I am always willing to try something new and this recipe was appealing.

"A moderate oven," said the instructions. And I did this. That recipe was followed with absolute care by one accustomed to being careful. I believe I have a little more than average intelligence in such matters.

That cake was a dire failure. The chocolate covering was coarsegrained, unpalatable. The cake itself was not good. And I had wasted the ingredients—eggs, butter, flour, milk, chocolate, etc. While wanting to be perfectly fair, I was disgruntled with that advertisement and its recipe. The reaction was distinctly bad for the product. The memory of my failure will remain with me for a long time, in spite of the fact that the baking powder is known to me to be a high-grade product.

The advertiser will doubtless say, in rebuttal, "This woman was well-intentioned, perhaps, and is conscientious in her belief that she followed the recipe exactly, but the fault must have been with her. In some respect she failed to do as she was told. Too much butter or not enough, in the oven too long, or an oven not at the right temperature.

"We know it is her fault because that is a tested recipe. It has been put through the paces in our own kitchens at the factory."

CAN'T FORGET THE CAKE

Very well. Granting that all of this is true—which, incidentally, I do not grant, so far as following the instructions is concerned and the quality of the ingredients—still my cake was a failure, I wasted my materials and I am disappointed. Unconsciously, I take it out on that advertisement.

But what of women less expert in cooking than myself? What of beginners? For no recipe can possibly put everything into words. Some things you feel intuitively, in cooking. Others come with practical and long-continued knowledge.

How many women did as I did
—and failed?

There must be many of them, for the magazine has a wide circulation. When I saw how that cake came out, I grumbled to myself: "Might have known it. I ought to know better. Those

recipes in advertising are never of practical help. But I'll never do it again."

Frankly, I do not think that it is safe to give recipes in advertising. The recipes themselves may be perfect, time-tried, as good as anything in a cook-book, and still leave a trail of angry, disappointed women. Do men know that women, as a rule, do not follow, to the letter, the average cook-book recipe? Nor can oven heat be set down in exact figures. There are unseen, unwritten elements in the baking of a cake, a pie or a pan of biscuits.

Now, I can make a chocolate layer cake in a few minutes, according to my own recipe. I do not read off this recipe. Probably it is never done twice the same way. It is not necessary for me to engage in fancy luxuries, such as "creaming butter." But my cakes are hungrily awaited by my family. I waste nothing.

The fact that the fault may be mine in the case of this particular

advertising experience does not, it seems to me, in the least change the situation. I made a failure, and I am just human enough not to blame myself. I blame the recipe. You could never persuade me to do anything else.

EVEN THE BEST OF THEM CAN'T GUARANTEE RESULTS

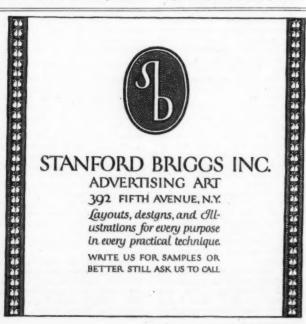
I have a friend, a domestic science teacher, who is a very wonderful person when it comes to creating original recipes.

Her fame has spread and she was recently invited to prepare a series of recipes for a national advertiser of flour.

She is paid handsomely for this service and she earns it, because she knows what she is doing. She is as competent as any French chef in the country.

But I have tried her recipes, as printed, and I have not always been successful.

I know other women who have tried them and have had the same experience, and in every case the



23, 1922

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WE WIN

Real Recognition in the

Small Town Field

Subscribers Are Enthusiastic

as to our understanding of editorial material which fits their needs and desires.

Agencies Endorse Us

The number of big agencies using us for national publicity advertisers has doubled in the last ninety days.

Advertisers Recognize Our Leadership

We have more than twice as much business ordered for 1923, as we had this time last year for 1922.

People's Popular Monthly

___ Des Moines =

CARL C. PROPER Publisher GRAHAM STEWART Advertising Director



When you contemplate the vast network of steel rails—practically 4,000 miles of them connect up various cities in Oregon—it seems impossible that many men still live to whom a Pony Express rider once was a common sight.

rider is away for the next settle-

ment 50 or 75 miles farther West.

There are a million people now in the Oregon country—300,000 in Portland alone—and still we grow! The Journal stands ready to help you develop your market, in this wonderful region of wealth. Essential information is yours for the asking. Why not—

Write Us Today for Dala

National Representatives: BENJAMIN & KENTNOR, 900 Mallers Bidg., Chicago 222 Fifth Ave., New York

Coast Representatives:
M. C. MOGENSEN & CO.,
Examiner Bidg., San Francisco
Title Insurance Bidg., Los Angeles
Securities Bidg., Seattle



Largest Afternoon Newspaper



PORTLAND.OREGON.

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boomerang returned upon the perfectly innocent advertiser, whose flour is as good as any on the market—and better than much of it.

In the first place, the recipes are not altogether practical from a woman's standpoint. This domestic science friend of mine is a fastidious soul. She can use as many eggs and as much butter as happens to suit her fancy. But my expense account for the table would mount to impractical heights, if I ever followed her methods of cookery for long on a stretch. Moreover, she is a professional "mixer and musser." She does everything the fussy way. Women, as a rule, do not care to go to this trouble. If you doubt me, ask any modern woman who attends to her own kitchen work.

This advertiser, therefore, is asking women to prepare dishes which will be a bother to a very large percentage of housekeepers and who will simply smile knowingly, and shake their heads.

In no other field of advertising does it seem to me to be necessary to exercise more care than in this very field of recipes. In an eager and quite laudable ambition to present absolutely new recipes, the modern advertiser goes to far lengths.

But the main point I wish to make is this; for every woman who tries one of these recipes given in advertising and makes a failure of it, some advertiser has automatically created a sort of enemy who, having failed for any reason you may assign, is still conscious only of her own ability, her practical knowledge, and is not apt to defend the advertisement. Failure in the kitchen is a humiliation.

In a single magazine, I have found as many as forty advertisers presenting recipes. Often they are dragged in by the heels. A manufacturer of stoves will devote most of his space to "new and original recipes." A maker of cooking glassware will tell us how to make a quite revolutionary apple pie. It has grown to be a fad. The advertiser may not actually sell food ingredients.

I move freely in my home-town

Vigorous new advertising aids old reliable products



136 Liberty St., New York Phone Rector 7880-1-2 Cable Address "Flailad"

Four Year Clients

prove the point-

The California Automobile Trade Association never pleads for members. It has its rules, ethics and benefits—the result is a keenly interested membership of 3200.

Fortunately the Radiator carries all news of this organization. With 72% of our clients entering their fourth consecutive year we have reason to believe that an individual appeal pays well.

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125 accounts

at a cost of only

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ONE of the best known advertisers in New City spends \$150,000 a year in newspaper space. He realized, however, that he should do some direct-mail advertising to supplement this publicity. He came to us and requested that we make a small test to prove the effectiveness of our methods.

WE DEVISED A SIMPLE TRY-OUT to be mailed to just 300 prospects, at a cost of \$43.75. This first mailing produced 75 accounts. We sent a follow-up at same cost. This produced 50 accounts A total of 125 accounts from \$87.50. On such humble beginnings we have built up our largest accounts.

THIS SIMPLE ACHIEVEMENT ranks. in our opinion, with the one we recently advertised in PRINTERS' INK-\$65,000 sales from a \$375 appropriation.

WE HAVE ALWAYS FELT that the WE HAVE ALWAYS FELT that the true test of good advertising was the ability used in its preparation and not how much money it cost to try it out. If you want more business we can work out a test for an appropriation of as little as \$250, which would in-clude all costs; postage, printing. service, etc., for from one to service, etc., for fr three months try-out.

WRITE

telling us something about your product and without obligation get our opinion of what you can easily do to increase sales through 1923.

EDWARD H. SCHULZE, INC.

Direct Mail Advertising Woolworth Building New York City

circle. I meet many women, in all walks of life. I have heard these advertising recipes discussed Some praise, others are noncommittal. But the essence of the thing is sized up in this remark of a friend of mine when I told her of one of my personal experiences:

"Oh my dear! Do you mean to tell me you bother with any of those recipes they give in advertising? They are never practical. I don't think it is possible to set down an absolutely safe recipe. Cooking anything is a matter of experience, of development."

One of my finest silk waists was absolutely ruined when I departed from my customary methods and laundered it according to a pet prescription in a soap advertisement.

And my chocolate layer cake remains as an unforgettable reprimand to one certain brand of popular baking powder.

Is it worth thinking over?

How a British Reader Indexes "Printers' Ink"

NESTLE & ANGLO-SWISS CONDENSED MILK Co.

LONDON, Oct. 27, 1922. Editor of PRINTERS' INK:

I keep both PRINTERS' INK:

I keep both PRINTERS' INK and
Printers' Ink Monthly on file, the first
article of the Weekly dating from
February 26, 1920, and that of the
Monthly from February, 1921.

My method of filing them does not
fall under any of the three headings
that you give, and as I have found it
very convenient, and it may be of some
interest to you, I will explain it in.
full. full.

As soon as I receive a new copy of either the Weekly or Monthly I glance through the index and mark with a red pencil any article that I think will be of special interest to me. Then I keep these copies handy, and whenever I go out, either for lunch, for a call or when going home, I slip it into my pocket (or with the Monthly carry it under my arm) and read it in the huss or trails. or train.

bus or train.

After I have gone through that number thoroughly, I put it into a special drawer, where I keep all my business magazines. When I have finished reading an article I mark at the too the subject under which I want it filed, and those of special interest I mark with a cross in red pencil.

When the filing cards are made out for these a small metal signal is placed on all cards containing particulars of an article that has been "starred" in red. This enables me when looking through the card cabinet to spot at

What Do You Know About the Vast Jewish Market?

There is a class of American advertisers to whom the Jewish market is still an unknown quantity. Those who know of its extent, of its capacity for the absorption of meritorious food and grocery products, drygoods and drug articles, have profited by their advertising in The Jewish Forward.

There is a no more compact market than the Jewish. Concentrated in several distinct sections, it is most easily and economically reached.

If you are interested in the Jewish market of New York or Los Angeles, Boston or Chicago, or any one of the larger cities that boast a considerable Jewish community; if you would know the merchandising conditions that govern, the trade conditions that prevail there, the comparatively small money appropriation required to establish your product in this market, we will be glad to supply you detailed information.

May we outline for you a combination advertising-merchandising plan which other National advertisers of The Forward have used very successfully.



America's Dominant Jewish Daily

175 East Broadway New York City 1128 Blue Island Ave. Chicago, Ill.

0. 23. 1922

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Washington D. C. Newspaper Consolidation The Washington Herald and Times

With the issue of Monday, November 20th, The Washington Herald will be published as a Hearst morning newspaper in Washington. With a separate editorial department, and a separate and distinct circulation department, the morning Herald will not duplicate to any appreciable extent the circulation of The Evening Times.

The Sunday Washington Herald and Sunday Washington Times have been combined in circulation and will be called

Washington Times-Revald

While the editorial and circulation departments will be separate units, the advertising rates will cover both the morning and evening papers at one cost.

The advertising rates will be the lowest for the circulation. No other combination of papers in Washington will be as attractive.

Per line— Per line—
Daily: 25c. Sunday: 28c.
Circulation— Circulation—

The Washington Times

The Washington Herald

G. LOGAN PAYNE, Publisher

PAYNE, BURNS & SMITH New York Boston

Daily: 115,896

G. LOGAN PAYNE COMPANY
Chicago Detroit St. Louis Los Angeles

Sunday: 132,157

"Are You Keeping Up with The Times?"

0. 23, 1922

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cuon once all the most important articles dealing with a special subject. If, for instance, I wanted to look up information on "Advertising Appropriations," I would look under that subject in the card cabinet, and I should be able to pick out at once the most important articles in that section, as they would have a metal signal.

have a metal signal.

Sometimes it is necessary to file an article under several headings, and these are written at the top immediately I have read the articles. This saves a great deal of time, and I am sure that the articles are filed under the subject I want.

These copies are then taken from this

These copies are then taken from this drawer by my secretary, and he cuts out all the articles that I have marked and files them in a special binder. This is a special patent of my own. This list is made and placed in the front. This makes it a very valuable and interesting book, and I have often slipped one in my bag when going for a long journey, as I like to go through them occasionally and refresh my memory. As each article is bound it is numbered consecutively, from one up to 1,000 or whatever the number after 1,000 that may be required to finish that binder.

that binder.

that binder.

With regard to the card index. All articles are filed under subjects and under authors. Under subjects are on white cards, and under authors on pale yellow. This is because I used to have them in the same file, but now it has grown so that I have separate drawers for each. At present there are between 4,000 to 4,500 cards altogether.

All the Weekly cuttings are kept separate, but those from the Monthly are filed with other magazine articles. I find this method very handy, as it enables me to eliminate all the articles I do not require, and those that I do

I do not require, and those that I do want are in a compact and useful form. To file each number intact would require too much room.

NESTLÉ & ANGLO-SWISS CON-DENSED MILE Co.,

WALDO A. MAAS.

Farmer Uses Newspapers to Advertise Sausage

A. C. Roberts, Kimberton, Chester County, Pa., is using 150-line space in newspapers in Philadelphia and nearby towns to advertise his "Country Sausage" and other pork products. He is using dealer copy, the reader being asked to send her name and she will be advised the address of the nearest Roberts dealer and the dates of delivery, to insure fresh products. A recent piece of copy suggested the use of Roberts sausage as a stuffing for the Thanksgiving turkey. ing turkey.

Frank H. Fleer, one of the pioneers in the chewing gum industry, and who formerly had a factory in Philadelphia, leit an estate in North Carolina valued at \$150,000, as shown by the tax records of that State. This sum does not include his Pennsylvania real estate.



ONWARD SWEEP

Aeronautical

Digest into the homes of the general into the nomes of the general public has made advertising in it of great value to manufactur-ers of

- Cigarettes Rubber
 —Ciothins Rubber
 —Smeking Tebasee Paint
 —Shaving Cream Varnish
 —Caag Steel
 —Steel
 Steel -Leather Goods Soap
 -Fountain Pons
 -Investment
 Securities
- and every product used by MEN. A 100% MAN circulation.

Aeronautical Digest 342 Madisan Ave. New York



A Beauty:

The new and modern newspaper plant whose doors we've just unlocked.

Clean desks; clean type; and above all, a clean record—of 38 years' standing—on which to continue to solicit your business.

Covering, as no other paper, the principal cities of the Mississippi coast—Gulfport and Biloxi.

Garden spot-and a garden market-of the Nation.

3900 Net Paid Daily

THE 總DAILY HERALD

Gulfport GEO. W. WILKES' SONS, Publishers

A Real Opportunity

An advertising agency of established reputation requires the services of an experienced and successful solicitor and contact man.

This is an exceptional opportunity for whose present record gives evidence of his ability to fill the requirements. The remuneration will be on a salary or commission basis.

Address "L. S.," Box 125, care Printers' Ink.

I met this fellow and know him to be

A real live sales and advertising executive holding down such a job with an organization of national prominence, the largest in their line.

His experience covers about ten years doing big things in the merchandising field and has developed new-born products into a healthy growth that are now realizing an international consumption. He has created and launched sales and distributions that stand distributions are supported in the sales and distributions. advertising campaigns that stand up as monuments to his genius. He can write copy and direct art work and understands its application and reproduction. He is a sales director who has handled a force of over a hundred men for an organization of international prominence.

If you are anxious to meet a big man who can handle the job and replace the laggard, drop me a line and I'll arrange the meeting. "H. K. M.," Box 128, care of Printers' Ink

Why Agency Men Tear Their Hair

By Albert L. Gale.

"I'VE built up this business from nothing, without advertising. Why should I-"

"Advertising never influenced me. I never read—"

"My business is different. Now, if I was making a soap, or a breakfast food—"

"We have an agency connection now, but if you can show us something better in the way of a plan, why-"

"We do our own advertising. Hood & Wink had our account once, and we're through with-"

"Why can't you get up a slogan for me as clever as-

"What we save in not advertising we put into the quality-There's an ad I wrote myself.

What do you think-"Our goods advertise them-selves. That's all we need in the

way of-" "What we might spend for advertising we give to the dealer in better discounts and-

"I believe in advertising, but our directors-

"If there's any money left after we pay our 4 per cent quarterly dividend, we'll consider-

"My son has taken art lessons. Why can't he—"

"Here's a piece of poetry my wife wrote. Don't you think

"What about putting my pic-

"You've got too much copy. People won't--"

"Here's the programme for our Firemen's Annual Frolic. Don't you think a page—"
"I don't like that publication.

Take it off-"

"Why can't I get some copy

"Yes, we advertise right along. I'm sending out 50,000 circulars-

"If we give them that much business they ought to give us a

"That ad lacks punch and-"

What 25c Cotton Means

Cotton stands to bring the South this year\$1,160,000,000—

A farm value 80% higher than in 1921—14% higher than the 8-year average—including "war prices"—

The crop is approximately 10,000,000 bales (Government estimate, Sept. 25, 10,135,000).

About 6,000,000 bales have been sold at 22c, yielding \$660,000,000.

The balance, 4,000,000 bales are worth, at 25c, \$500,000,000 (The price, Nov. 9, 27c, Good Middling).

There is a deficit of 2,339,814 bales in the supply necessary to keep the mills going from Aug. 1st, 1923, until the arrival of the new crop, Oct. 1, 1923.

So the price seems certain to hold-or go up-

THE SOUTHERN FARMER IS BACK ON HIS FEET NOW—THE MARKET IS HERE FOR YOU.

SOUTHERN RURALIST

More Than 400,000 Paid Circulation

ATLANTA

Chicago New York St. Louis Minneapolis

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3, 1922

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Increased Circulation and Increased Lineage in October

Net Paid Circulation of The News League Papers in October, 1922, Compared with October, 1921:

Dayton Ne	ws, 1922 1921		SUNDAY 42,241 39,275
	Increase		2,966
Springfield	News, 1922 1921	17,338 15,625	15,463 13,783
	Increase	1,713	. 1,680

Lineage of National Advertising in News League Papers in October, 1922, Compared with October, 1921:

D	AYTON NEWS	SPRINGFIELD NE
1922	* 187,726	*** 136,822
1921 4	* 173,913	116,480
Increase	13,813	20,342

*88,746 more lines than Dayton's other evening paper.
**79,030 more lines than Dayton's morning paper.
***94,822 more lines than Springfield morning paper.

Dayton has 32,224 homes—the net paid city circulation of The News in October, 1922, was, Daily 30,975, Sunday 27,817.

Springfield has 15,000 homes—the net paid city circulation of the Springfield News in October, 1922, was Daily 14,590, Sunday 12,768.

National Representatives
I. A. KLEIN

New York—50 E. 42nd Street Chicago—Fort Dearborn Bank Bldg.

Bldg.
PACIFIC COAST

A. J. NORRIS HILL CO.
Hearst Bldg., San Francisco

News League of Ohio

Members A. B. C.

DAYTON NEWS SPRINGFIELD NEWS Nov.

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Renters of Linen Advertise in Boston

The linen supply house, long unlinowal except from personal salesmanhip, has stepped into the advertising
limelight at Boston, where the leading
frms a short time ago co-operatively
published a full-page piece of copy under the heading, "Keeping the city in
white"

"Have you need for soft, refreshing towels, snowy napery, or smart white rests, jackets or aprons?" the copy inquired. "Have you an office or factory washroom? Have you a cafe, lenchroom or restaurant? Are you in a business or a profession where fresh, white linen must be used?

"For that dinner at your home, lodge

"For that dinner at your home, lodge or club nothing aids more in making it a thorough success than glistening tablecloths and napkins, the food being served by aids garbed in immaculate white jackets. Did you ever stop to think that in actual dollars and cents you are by far the winner by renting your linen?"

The conv then went to be the property of the converted to the property of the

your linen?"

The copy then went into detail to show the economy and desirability of linen service at a nominal charge, with at the bottom the alogan, "Don't buy linen—rent it." The advertisement was signed "The linen supply men of Boston." No individual names were given of firms engaged in the business.

Santa Fe Advertising an Example for New England

Advertising for New England on as large scale as that used by railroads like the Santa Fe would greatly increase the travel to New England, the Boston Heraid save.

crease the travel to New England, the Boston Herald says.

"The Santa Fe officials casually remark that during the months of April, May, June and July, this year, 43,884 people visited the Grand Canyon, National Park—an increase of 17,002 over the same period last year," the newspace states.

the same period last year,
paper stated.

'This great railroad will arrange
Pullman reservations so that visitors
may spend any number of days at the
Canyon and be assured of their space
when resuming journey. From these
figures it would indicate that not all
the American population went to
Europe.

"If the New England Hotel Association and other industries advertised the attractions of New England as does the Santa Fe and other roads their sections, we would have more tourists patronizing our section of the country."

Luden Advertises New Product in Trade Papers

Wm. H. Luden, Inc., Reading, Pa., maker of "Luden's Menthol" cough drops, is advertising a new product in trade papers, Luden's Fruit Candies. The new product comes in assorted flavors, lemon, lime, cherry and orange, and is packed in a colored counter conjainer.

Wanted - a

Sales Manager

A man with a record of many years as sales manager-in fact, one of large earning power, who works, studies and does big things -who has measured up to every opportunity to date, and who wants a bigger opportunity than perhaps he has ever before seen. The job requires adaptability, analytical power, and applied dynamic force, keen interest in economic fundamentals and the power to repeat and multiply a sales record which we have already carried into seven figures. Well established Company — our work proven out over a period of years and widely endorsed in the most responsible quarters. Reasonable salary plus percentage on sales offer \$30,000 opportunity to successful man who can create and project himself into a high-calibre sales force. Detailed replies will be held in strict confidence and given prompt attention.

Address "S. C., Box 130, Printers' Ink.

Non

Three Things This Man Has Done

As Sales Manager

Of an important department in a large nationally known corporation; increased the department sales threefold in two years' time.

As Sales Manager

For a company, not favorably located geographically; developed a national business and established their prestige as makers of highest quality.

As Principal Executive

Took charge of a manufacturing business which had been losing money for several years, and by thoroughly reorganizing manufacturing and sales methods brought it to a paying basis during a period of most decided depression.

For satisfactory reasons, is open for engagement as executive or sales executive.

Preference for food or metal products or specialties, and for location Chicago, or East, American, 47, health perfect, ample and satisfactory references as to business ability and integrity. Thoroughly familiar with every phase of business management, including the successful management of satemen. A believer in sales rolume, but most of all in net profits. Address "P. A." Box 127, eare Printers' Inst.

ARTIST WANTED-

A Big Man, for a Job His Size

For a high-class advertising illustrator—a man who does effective black and white line work—

There's an attractive opening with a successful advertising agency maintaining offices in New York and the mid-West.

He will work with congenial associates, on interesting national accounts; he will have an opportunity to develop his own ideas; and he will become a member of an organization which has not ceased to grow.

The position is in a likable mid-Western city of a half-million which offers unusual cultural advantages.

Make your letter specific; include specimens of your work. Address "N. W.." Box 126, care of P. I.

Plussing the Value of the Advertising

Wholesale Grocer Tells Why, in His Opinion, Some Advertising of Manufacturers Doesn't Accomplish All It Sets Out to Do—Distributors Left in the Dark Regarding the Product

By J. W. Herscher

President, National Wholesale Grocers' Association

HE manufacturer recognizes importance of certain functions in distribution, and has made provision for their performance by allocating a certain percentage of cost to distribution. It is modest enough. In fact, one recent writer in a business magazine, has phrased it somewhat as "The charge of the follows: wholesale grocer for distributing manufactured food products is small, unbelievably small." From time to time I have been asked to put my finger on the factor, or policy, that I think most responsible for the actions of the specialty salesmen, which are proving so unfair to those who distribute your products.

One of the publications of the trade said not so long ago that "Food advertising is too frequently looked upon solely as a force for selling goods. It is more than that; it is an educational factor of increasing importance."

While sales are largely what manufacturers of specialty goods are advertising for, is not this statement an indictment against present advertising methods in relation to food? Most of the food specialties are upon the shelves of the 350,000 retail grocers in this country. Yet little, it might be said no, effort is added to advertising, offering to these distributors the needed word of suggestion to the housewife, who has read the advertisement.

From an address before the convention of the American Specialty Manufacturers' Association, Atlantic City, Nov. 16.

7hv. in

Action Copy

PAGE in the March issue of American Magazine has produced \$34,934.70 in traceable sales and is still bringing \$100 a day—just about average results for one of our clients.

A half page in The Saturday Evening Post induced more than 1,800 people to visit a single store and ask for the product of another client.

We do not employ salesmen. The man who calls, if you invite him, will be a rather conservative and analytical business man.

It isn't fair to your present agency to nurse the thought of changing. Either write now-or forget it.

The GEYER-DAYTON ADVERTISING COMPANY Dayton

23, 1922

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Grocers'

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iggeso has THE circulation statements made to the Government on September 30th, by the Toledo newspapers show that

The BLADE had an average of 100,317 The next paper........... 65,836

Toledo has the unique distinction of being the only city of its size in the United States that has a newspaper with a circulation of over 100,000.

Not only does The BLADE lead in circulation, but it leads in advertising volume.

During October, the total space in

The BLADE was 1,194,325 lines The next paper... 793,814

The BLADE is acknowledged as Toledo's leading medium not only by Toledo merchants, but by advertisers everywhere.

IN CHARGE FOREIGN ADV.

NEW YORK CHICAGO

BOSTON

DETROIT

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Why is this added word not provided by the specialty salesman?

Most specialty manufacturers use special men, supposedly for these purposes, but unfortunately, the success of these salesmen is measured by their principals upon the volume of sales they are able to make. Here, gentlemen, we are getting down to the very source of many difficulties.

There is clearly a lack of the tying up of the needed word with advertising from behind the

counter. Advertising is, therefore, expected to do all the work of creating, remembering, and asking for the product-a task too great to expect. If, added to the educational factor of advertising, there was the further education of a better knowledge of the goodshow made, the need and how this need was met in the product-in other words, sufficient knowledge to create a desire to make known, especially when knowing and making it known meant added sales and profit, an added incentive

would be given.

It appears to me that if this was done, a new light would come into the industry that is now lack-

Asking manufacturers' representatives for details of their line, in far too many instances, gets you an answer that frequently has been given to the speaker. After asking a representative of one of the largest selling products in my market, what he knew of his line, his reply was, "I know little about it, but what I am interested in is that I am the third from the top in sales with my company and how much bonus I get at each quarter's end."

The result is that wholesalers know as little of the product as the salesmen. We know its name only, and the retailer is in the same position. It appears to me that a link of utmost importance is lost because sales—rather than education and a better knowledge of the product—is given first place with the men sent out, who ought to supply the connection between advertising and the consumer.



A Chief or 1st Lieut. For Your Copy Staff

-who received his "setting up" exercises in newspaper work,

-trained in the mail-order field.

-became department store advertising manager, and

—copy chief in charge of a sizable art and copy staff of one of the larger advertising organizations.

HE desires a new command where this training, experience and industry can be coined into dollars for you and an opportunity for him.

H^E possesses executive ability, creative skill, plan and copy competency and a fund of cashregisterable ideas.

E VIDENCE of service well performed, business history and character credentials will be furnished interested agency executives.

Address "E. K."

Box 123, Printers' Ink

185 Madison Avenue

New York City



Nos

Pettering Device

saves time for artists and makes it pos-sible for laymen to do perfect Hand Let-tering. (The above headline was lettered by a novice without training or ability.)

The Vixagraph is not a rubber stamp, stendi or photographic process but a new device that does beautiful hand lettering in many styles and sizes.

The Vizagraph is in constant use by Advertising Agencies, Art Services, Pub-lishers, Engravers, Printers and Advertising Managers for making layouts and dummies, and doing rough and finished lettering.

The cost is moderate and it quickly pays for itself in time saved and in improved work. Send for illustrated descriptive literature and samples of Visagraph work,

VIZAGRAPH CO., 349 Broadway, New York City

BIG Opportunity for Right Man

A morning newspaper in a district of over 2,000,000 population wants an advertising man of known ability, experience and reputation. Only one who can sell advertising need apply. Whether the position is held for a few weeks or a lifetime will depend absolutely upon the man himself. Time contract will not be considered and the man with confidence will not expect a contract. Communication confidential. Will pay salary, or commission.

Address "P. W." Box 106, Printers' Ink.

LEADS ALL LOS ANGELES DAILY NEWSPAPERS IN TOTAL PAID CIRCULATION.

Government clatement for six months ended September 31, 1922

average

145,953

H. W. Moloney New York: 6 No. M

Proper Page Size for a New Businesss Paper to Adopt

WILLIAM HIMLYN ATTORNEY-AT-LAW BROOKLYN, N. Y.

Editor of PRINTERS' INK:

A client of mine is planning to enter the trade publishing field and would appreciate some assistance from you before determining upon the size and style of the magazine contemplated. Can you give me some information regarding the tendency toward the publication of smalltendency toward the publication of small-size trade journals in preference to the fairly standard 9 x 12 size? In other words, is the size of magazines adopted by PRINTERS INK, Drug Topics, Good Hardware, etc., more popular, handier and of greater interest to the readers than the larger size? A list of such trade papers now in the field, other than those mentioned above, would be ap-nreciated. preciated.

There must be some real arguments for the small-size book in preference to the larger size. Just what are they?

This information will be of exceptional value to us, and will be very highly appreciated.

WM. HIMLYN.

THE obvious advantage of the PRINTERS' INK size is that it fits nicely into a man's coat pocket. This, for a publication carrying the news of its field, is an important consideration, but it also impóses certain editorial limitations. Careful Careful examination of both PRINTERS' INK and Printers' Ink Monthly will show the different editorial treatment which these A publication two sizes offer. which intends to use a great many illustrations of processes, large charts, illustrated ideas and the like, wishes to have as few mechanical limitations as possible. We do not believe that there is any trend toward special sizes in the publishing field. Publications in all sorts of sizes have been successful. Editorial contents, the way the publication covers its field and the value of the ideas inside the covers are far more important than the mechanical detail of its size.—[Ed, Printers' Ink.

Joins Chicago Staff of I. A. Klein

Harry Anderson has joined the Chicago office of I. A. Klein, New York publishers' representative.

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23, 1922

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A.

HE unusual SUCCESS of advertising campaigns prepared by THIS GROUP is due to the close cooperation of competent men, whose skill and care in the work they do are the biggest things in their lives

McCutcheon-Gerson Service

ADVERTISING

64 West Randolph Street, Chicago 21 Park Row, New York

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Are You Getting Your Share of Business in New England?

What do these facts mean to you?

Manufacturing activity in New England is better now than at any time since last November.

A scarcity of skilled workmen is reported in many of the leading New England cities.

Merchants generally report that a better grade of merchandise is being bought.

Here you have all the necessary steps to prosperity—factories busy—demand for skilled labor exceeding the supply—people spending their money for better grades of merchandise.

Are you getting your share of this profitable and easily worked market? It's there to be had if you will increase your sales efforts. Back up your salesmen—jobbers—distributors with advertising in the fifteen home dailies. They cover the market thoroughly.

NEW LONDON, CT., DAY (Evening) Daily Cir. over 10,829 A.B.C.—3c copy Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS Daily Circulation 26,294 P. O. Member A. B. C.

Member A. B. C. Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS Daily Circulation 11,459 P. O. Population 22,779, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER Daily Circulation 28,605 P. O. Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL Net Paid Circulation 10,660 A. B. C. Population 41,029, with suburbs 110,000

LOWELL, MASS. COURIER-CITIZEN LEADER Daily Circulation 20,635 P. O. Population 112,759, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 16,132 A.B.C.—3c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS. STANDARD MEMOURY
Daily Circulation 31,489 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS
Daily Circulation 20,079 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION Daily Circulation 72,552 P. O. Population 129,563, with suburbs 250,000

WORCESTER, MASS. TELEGRAM GAZETTE
Daily Circulation 73,957 A. B. C.
Population 179,754, with suburbs 350,000

PAWTUCKET, R. I., TIME Net Paid Circulation 23,911 A. B. C. Serves territory of 130,000

BRIDGEPORT, CT.

Daily Circulation 46,730 A. B. C.

Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES. Daily Circulation 45,229 A.B.C.—3c copy Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER Daily and Sunday Cir., 34,427 P. O. Population 165,000, with suburbs 225,000

Each of the Newspapers here named is a power in its home community. are

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B. C.

EFGRAM C. 220,000

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Proving Want Advertisement Insertions

NEW YORK, Nov. 7, 1922. Editor of PRINTERS' INK:

PRINTERS' INK printed a letter over ny signature some years ago empha-sizing the importance of proving the printing of classified advertisements originating from out-of-town points. I would like to reach classified adver-

I would like to reach classified advertising managers through your columns once again for universal good. If classified managers would systematically forward proof of insertion direct to each out-of-town advertiser it would liminate much correspondence and, eliminate much correspondence and, what is far more vital, much misunder-standing and confusion.

For more than fifteen years I have handled classified directly and indirectly. My long experience with the newcomer into this want advertisement field leads me to say right out in meeting that when proof of insertion does not reach him within a reasonable time, the newspaper publisher, the agent and the whole bag of tricks fall under suspicion, and it takes several weeks to finally clear up the matter.

The most effective way of satisfying the classified advertiser, short of a complete copy of the paper, is that adopted by the Newark, N. J. Star-Eagle. This newspaper clips the advertisement and pastes it on a form reading:

reading:

Advertisement pasted here
The Newark Star-Eagle, Newark, N. J.
By:

There is no getting behind a cer-tificate of publication, is there? Ex-pressing the hope that such a system shall be nationally adopted,

PHILLIP VYLE.

Five New Accounts for Critchfield & Co.

The American Range & Foundry Com-pany, Minneapolis manufacturer of "Sanice" stoves, has retained Critchfield "Sanico" stoves, has retained Critchfield & Company, Chicago agency, as advertising counsel. Newspapers and some national magazines are being used for this account. Other new accounts with Critchfield & Company are the James Manufacturing Company, Fort Atkinson, Wis., manufacturer of farm equipment; A. B. Lyman Seed Company, Excelsior, Minn.; Home Comfort Cabinet Company, St. Paul, Minn., manufacturer of pantry cabinets, and the American Scientific Laboratories. Chicago. Scientific Laboratories, Chicago.

"Office Hours," a New Publication

The Office Hours Publishing Company has been formed in New York to publish Office Hours, a weekly periodical. B. Leventhal is business manager, and S. P. Wolheim advertising manager. The page size of the new magazine is 11 by 14 inches.

Largest circulation of any Maine daily!

Although a three-cent paper since increasing to that price in 1918, the "Express" has NOW attained the Largest Circulation in its History!

Portland Express

City-of-Portland circulation average first 9 months this year, 16,585 net paid. U. S. Census gives Portland 16,801 families. This shows how conservative is our statement "the Express is taken in 15 of every 16 homes in Portland!"

"A Truly Remarkable Coverage!"

The Julius Mathews Special Agency Boston-New York-Detroit-Chicago

High Calibred Man to Represent National Trade Publication

One of our clients, a national trade publication of high standing, has an opening for a man to sell display advertising space in practically an untouched yet very fertile field, and to carry on promotional work with the active support of a very strong organization.

In addition to a pleasing, coergetic and convincing personality, he must have—the ability to meet and talk to one or a hundred meet; a working knowledge of advertising neshoos, including the disconlines as to the advertisability of the control of

To such a man is presented an opportunity for success. REPLY BY LETTER ONLY. String a detailed history of yourself, experience, education and references. All correspondence will be considered strictly confidential. Address Presidents.

THE BLAINE-THOMPSON COMPANY ADVERTISING AGENTS CINCINNATI, OHIO

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RINTERS'

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMIANY Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., Douglas Taylor, Manager. Atlanta Office: 1004 C. GEO. M. KOHN, Manager, 1004 Candler Building,

St. Louis Office: Post Dispatch Building, A. D. McKinney, Manager.

San Francisco Office: Examiner Building, M. C. Mogensen, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager. Paris Office: 3tbis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadiau, \$1.00. Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor FREDERICK C. KENDALL, Managing Editor JOHN ALLEN MURPHY, Associate Editor KOV DICKINSON, Associate Editor R. W. PALMER, Associate Editor

Albert E. Haase
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Bernard A. Grimes Roland Cole . B. Larrabee Chicago: G. A. Nichols D. M. Hubbard London: Thomas Russell

NEW YORK, NOVEMBER 23, 1922

The business New Ideas which, having and passed through Established the other stages **Business** of growth, has arrived at the dignity of an establishment, must keep going ahead through the force of new ideas. The establishment which thinks it travel on the momentum which helped it arrive, soon starts slipping backward. The old es-tablished businesses which came through the last two years with colors flying were led by active brains. Most of the concerns making their initial bow in the field of national advertising are old-established firms, long well known in their respective fields.

Many years ago this firm or that started advertising in a small way in the business papers of its

creased. New ideas, new lines, new methods were added. National distribution for an old product was obtained, a new process perfected, or in some way a new idea added, and then in addition to the advertising in its own field, the company took its story to the final purchaser.

Very few big national advertisers spring full grown like Minerva from the head of Jove. While some of their competitors. through mushroom financing and poor business sense, were going broke during the last two years, these more substantial firms came through well because of conservative management based on wellgrounded experience. Now many of them are making step: digging in by building a trade-marked identity among the their products. The of them are making the next copy of many of these old businesses, new in advertising, reflects the solidarity they seek to perpetuate. As one of them said recently, "From the day our business was founded years ago we have built on policies that offer definite advantages to both retailers and wearers. We have used the most economical means of distribution. We have made our trade-mark stand for the highest possible value in hosiery.

New advertisers are developing continually from old-established industries. New blood and new ideas are influencing the trend. The reasons for this development are well summed up by Roger W. Babson, in a recent full-page advertisement:

"The trend of conditions from now on will be steadily upward. "Keen executives who build on

the solid foundation of fact can now proceed safely and surefootedly. With millions of dollars of future business on the bargain counter it is time to act!

"Increase your advertising and intensify your sales efforts now. There will be plenty of business for the man who goes after it.

"The momentum gained by such an aggressive programme will not only insure your position in your own field. The advertising in- - own industry during the next five Na-

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like Jove. years, but will help to strengthen the foundation that is to make America the centre of the business world during the coming period of prosperity."

Today is the big opportunity for the established business to tell all comers about what it makes and how it can serve. That is why so many established businesses are among the new advertisers.

Leaving the Back Door
Open

Topen

The last two or three years is that elasticity generally needs to be a part of a merchandising programme. It is a pretty risky thing these days for an advertiser to declare he never will do a certain thing or that he always will do something else. The chances are he will be forced to change his mind.

Conditions are developing so rapidly that what is good sense today may be foolishness tomorrow. And woe be to him who does not recognize the changed spirit of tomorrow when it comes along!

Policies have been tumbled over at such a merry rate that one is almost tempted to say that about the only advertising principle coming through absolutely unchanged and that can go on unchanged unto the end is honesty. In fact honesty in manufacturing and merchandising never was quite so important as now. People are on their ears. They are openly suspicious. If anybody shows even an inclination toward the appearance of evil his offense is sure to be magnified many fold.

In the matter of able and sufficient fighting for business there need be no hesitation. One of the decidedly encouraging factors in the present situation is the increased size of advertising appropriations and the universality of the fighting spirit among people with things to sell. But instead of the old-time idea of deciding arbitrarily upon goods and prices and then shoving them down peo-

ple's necks there is an inclination to follow what the politicians call the idea of "keeping your ear to the ground," so methods and other things may be changed if neces-

sary.

Some manufacturers are being plagued right now by the spectres of supposedly ironclad policies set down by them without due regard for what the future might bring forth. One concern quit jobbers and now finds it needs them. Another announced a settled price, only to discover its profit now is dangerously near the vanishing point.

It is not at all a bad policy to leave the back door open. The chances are the door will not be needed. But if it is needed then the need is great indeed.

Setting Your A certain manu-Competitor that certain things that were untrue were being said by a competitor. Instead of dictating a scathing letter to his competitor, suing him, or setting his own sales force to knocking his competitor's product, the president of this concern invited the president of the rival company to luncheon. There, over the Lynnhavens and Steak Minute, he showed his rival, in a friendly way, some facts and figures about his business. As he said afterward, "I assumed that he was a fair-minded man who was laboring under a misappre-hension. I felt that if I put him right, he would see to it that none of the statements then being made by his selling force was continued."

And that is exactly the way it worked out. The head of the rival industry had been misinformed and had been making claims for his own product based upon this misinformation about the other man's business.

There are a great many things to commend this policy of setting one's competitor right. The average business man is working on the theory that his only success can come from real service and truth. He realizes that a man can

not put over a commercial lie on the American public and make it stick. How much more logical, then, to sit down with one's competitor and take him frankly into your confidence than to build up hard feelings by bitter letters, public denunciations or orders to the sales force to "get" the other man's product.

No industry can grow much higher than the general level of its practices and its ethics. The man who realizes this is more apt to help his competitor and, by so doing, help the whole industry upon which they both depend for a living, instead of considering him as a bitter enemy and tearing down the confidence of the buyer in the whole industry.

In the death of He Kept Frank Bacon Close to America has lost "Plain" more than "one Folks of the greatest character actors of all time." His kindly spirit, his love for the plain folks, exemplified both in his life off the stage and in the character of "Lightnin' Bill Jones" made him a real friend to the millions. His years of struggle and his final success will always serve as an inspiration.

His philosophy, based on a close knowledge of life and people, applies to all business.

As he often told groups of advertising men, "I was an advertising solicitor one time." At twenty-one years of age he became an advertising solicitor on the San Jose Mercury. Two years later he bought the Napa Reporter, of Napa City, Cal., and later established the Mountain View Register. After a defeat in his candidacy for State assembly, he gave up his newspaper work and started as an actor. Then came the years of drudgery in stock companies, but years in which he was learning about people and preparing himself.

He always wanted to write a play about plain folks. "Lightnin"," which played for three years and a day in New York, took thirty years to write. He carried the worn copy of the play which he then called "The House Divided," for ten years before he could convince a producer. Winchell Smith, the playwright who had been in-terested in Bacon as an actor, undertook to rewrite it in two weeks. But he actually took two years for the job. Started in the '80's by Bacon, the play made its first appearance in Washington in 1918 and was a huge success. Even then it was continually being improved, because Bacon kept so close to his audience. It was his custom to come out from behind the scenes and walk up and down between the acts with his public, smoking a cigarette and listening to the comments and criticism. His "copy appeal" to plain folks was constantly being improved be-cause he did keep so close.

Bacon said last year in an address at the American Academy of Dramatic Art, "If you ask me what I know about acting I would say I don't know anything. My advice to young actors would be to learn all about acting and then forget it. I believe absolutely in naturalness—believing in yourself."

Plain folks were always his friends, his teachers and his inspiration. His success after years of struggle came because he knew and understood them, and above all kept close to them in the heights of his success.

Uses Advertising to Combat Transit Curtailment

When the Philadelphia "Frankford" Elevated was opened on November 4 certain surface lines which formerly fed into that section of the northeast from the central section of the city, were discontinued. Some citizens who were effected turned to newspaper space to secure the names and co-operation of all persons interested in the re-establishment of such lines. Small space was effectively used by setting in large caps the number of the route, as P. R. T. No 8.

Worcester Has New Advertising Business

John Odlin, formerly of the Wickwire Spencer Steel Corporation, Worcester, Mass., has established an advertising business at Worcester.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

I 20 WEST THIRTY- SECOND STREET

New York

AN ADVERTISING AGENCY FOUNDED ON THE IDEA OF RENDERING SUPER-LATIVE SERVICE TO A SMALL NUMBER OF ADVERTISERS

CLIENTS
Liggett & Myers Tobacco Co.
(Fatima, Cheuterfield and
Piedmont Cigarettes)
Johns-Manville Incorporated
Western Electric Co.
American Chicle Company

"NOT HOW MUCH, BUT HOW WELL"

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1922

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just Whistle—and Here Is the Answer!



Significant articles describing the advertising and merchandising of soft drinks have appeared in these issues of the Printers' Ink Publications: (Monthly) "The Story of Charles E. Hires," April, 1921; (Weekly) "How

"Whistle' Fortifies Dealers with Advertising." July 20, 1922; "Coca-Cola Picture Advertising Takes Intricacies from Turnover." April 27, 1922; "One Soft Drink Manufacturer Finds Prohibition Makes His Task Harder," May 20, 1920.

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The following officials of the Whistle Company of America are readers of either Printers' Ink or Printers' Ink Monthly, or both, as indicated:*

Name	Title	Weekly	Monthly
Vess Jones	President	Yes	Yes
Frank Llewellyn	Vice-President	66	44
J. A. Demarest	Treasurer, Sales & Adv. M	Igr. } "	64
W. B. Wight	Asst. Treasurer		44

· Information furnished by Whistle Company of America.

THE PRINTERS' INK PUBLICATIONS

PRINTERS' INK The Weekly Journal of Advertising An Illustrated Magazine of Advertished 1888 by George P. Rowell tising, Sales and Marketing

PRINTERS' INK MONTHLY

185 Madison Avenue, Corner of 34th Street, New York

Little Schoolmaster's The Classroom

THE annual pugiting centres is merchants to buying centres is 'HE annual pilgrimage of retail not a new development. But it is only of late that its advertising possibilities for manufacturers have been fully comprehended. Perhaps the merchant who has traveled a long distance is still entertained royally. An expensive luncheon and maybe a show in the evening are even yet regarded as being part and parcel of the visit.

The one difference is that many retailers are now returning to their stores with something additional to memories of a good time and the knowledge that their wants have been taken care of for some months to come. Wellknown advertisers, such as Sam-stag & Hilder, A. E. Nettleton & Company and the Vanity Fair Mills are giving their visiting customers a brief, yet instructive, course in advertising and selling.

For example, Samstag & Hilder maintain three model window displays in their showrooms. They are "models" in every sense of the word. The retailer who stands before them for merely a few minutes, listening to a rapid explanation of the features deserving special attention, leaves with an entirely new idea of the display possibilities of notions and the other products Samstag & Hilder sell. That company also has several barrels filled with replies received from the advertising to show merchants who are not entirely sold on the idea of handling nationally known brands.

Nettleton distributors are treated to an exhibition of a model shoe store. Here they may see exactly how stock is best arranged and get similar pointers that are worth no end of money.

Logically, the showroom should incorporate the highest ideals of service the manufacturer has to offer. It should not be merely a

place where orders are taken. Here is the time and place for the company to impress customers with the aims of the business, and the lengths to which it will go to assist distributors to arrive at the objective. At no time may this be done more advantageously than when the retailer visits headquarters. And the opportunities for merchandising the advertising in the showroom are practically unlimited.

The Schoolmaster has been impressed greatly by the increasing amount of unselfish sales literature that is being sent out to retailers. In one mail recently he received two folders that go a long way beyond the usual advertising matter that comes in the dealer's mail.

The October 10 issue of "The N. C. R. Salesman" is a manual of retail selling. While the National Cash Register Company primarily is selling cash registers the Schoolmaster had difficulty in finding many references to the company's product. Without endeavoring to tell the retailer all there is to tell about selling, the company has put forward in interesting and convincing fashion a great amount of material that the dealer can put to use at once behind the counters of his store. One of the chief merits of the information is its conciseness. In an issue of "The Toledo Sys-

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the Toledo Scale Company is doing much the same thing. It takes up the leaks that keep the average dealer from getting one hundred cents from each dollar's worth of goods he sells. Losses of cash, forgotten charges, clerical errors, credit losses, pilfering, depreciation, petty losses, wrong pricing and inaccurate scales are the chief leaks referred to.

The company takes up five pages in selling scales, to be sure, but the other three pages are mighty

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A Yarny Yarn, that Happens to be True

here is a narrative advertisement in the December number of Hearst's International entitled, "Making the Shaggy Buffalo the American Painter's Mascot". In approving this copy Andrew S. Butler, President of the McDougall-Butler Company, wrote:

"It is splendid and I congratulate you on getting up such an exceedingly interesting article covering the meagre facts you had to draw from.

"The pen, wielded by you, paints and varnishes a word picture of beauty symbolical of that which Buffalo Quality Paints and Varnishes do for homes."

JAMES WALLEN

Persuasive

Advertising Copy and Plans

NEW YORK STUDY: VANDERBILT HOTEL STUDY:

EAST AURORA'N'Y

Correspondence to East Aurora

No

roprietary Medicine Manufacturers large and small all read and rely on the trade paper of their industry.

"Standard Remedies" (440 South Dearborn, Chicago)

PETROLEUM

The back-bone of the successful advertising campaign in the oil industry. Semi-Monthly-Ist and 15th of each month 28 E. JACKSON BLVD., CHICAGO Eastern Office: 56 W. 45th St., New York Members of A. B. C.

UMBERMEI

offer power plant equipment and mill accessory firms; building material and truck manufacturers a big sales field. For surveys ask

American fumberman CHICAGO Est. 1873

Results, Not Publicity

is why The AMERICAN RESTAURANT is making good for more than 125 advertisers.

Send for survey and sample First National Bank Bldg., CHICAGO

THE HOTEL BULLETIN

A monthly hotel magazine with national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.
BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago handy information for any merchant. As a check list on losses their value is incalculable.

Both of these companies realize one big principle in selling; that a poor merchant is a poor pros-pect—and that anything that helps the retailer become a better business man will help a company make more sales.

Advertising is revolutionizing house-to-house selling. In the old days the manufacturer advertised only for agents. In the present he advertises also to make his agent a welcome guest when he calls.

See what this type of advertising is accomplishing. The manufacturers of the Rotarex clothes washer showed a salesman's picture in a recent advertisement. Soon after the following mysterious letter reached the company:

Dear Sirs: Please give information on the following, concerning the picture advertising the Rotarex Electric Clothes Washer in the August number of ...

1. Was this picture taken in New

Haven 2. If not, does the young gentleman in the picture come from New Haven? 3. Who is the young man, or if you do not wish to give his name, will you give nationality? 4. Will be demonstrate the Rotarex

4. Will he demonstrate the Rotarex New Haven?

in New Haven?

The above may be answered in the September number of along with your advertisement, addressing it to "Curious." If you are charged for putting in this extra information, put down the series along with said information. the price along with said information, and the money will reach you within two days of the receiving of said information.

Yours very truly, CURIOUS.

The letter, says the company, in a recent bulletin, was evidently

Established, 1887

THE PHARMACEUTICAL ERA

Issued Every Saturday

For 1923, the ERA guarantees its advertisers a minimum circulation of 15,000 copies each week and every 4th week a Special, 50,000 edition covering the entire drug trade, including all Wholesale and all Retail druggists. This is the largest circulation and most complete distribution ever supplied by any drug trade publication; over 100,000 copies each month, or an average of 23,750 copies a week.

D. O. HAYNES & CO., Publishers, 3 Park Place, NEW YORK

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23, 1922

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DRK

The "F-B" Card (Folding Business) Combines Advertising with Selling Applied for

Placed upright in front of your customer, this subtle little display eard closes the door to outside interest.

It intrigues his attention by its attractive design and unique character, and holds it throughout the sales talk.

It advertises while your salesman sells! Size, 2% x 3%" Printed in two colors.

Die cut to give special prominence to the illustration of your product, and folding so as to stand upright on the prospective customer's desk.

Salesmen are attributing extraordinary sales volume to its use.

Purnished complete or in quantities for local imprinting, if desired. Write for samples and prices.

THE FORMAN-BASSETT COMPANY Printers and Lithographers

Cleveland

Ohio



Circulation 60,000 Line Rate 50c.

Member A. B. C. Member A. P. A.

Advertising Representatives JAMES M. RIDDLE COMPANY
Chicago New York Cleveland
Kansas City St. Louis
Atlanta San Francisco

FARMER AND BREEDER SIOUX FALLS, S. D.

Northern New England MASSACHUSETTS, MAINE

or 25 years we have been building a plant and organization to dominate this territory in the fluined Ouldoor Advertising field. A complete, officient service is now offered.

This service maits POPULATION 5363000 O ON POR POPULATION 5363000 ON POR POPULATION 5363000 ON POR POPULATION STATEMENT OF KINBALL SYSTEM

GIBBONS Knows CANADA

Opportunity

A well organized, nationally recog-A well organized, nationally recog-nized New York agency offers excep-tional opportunities in profits and service to an advertising man of demonstrated ability in developing national or worth-while local busi-noss. In addition to mere than usually generous commission, he will share in the profits of an agency in which accountes to converse in solv-ing and planning the merchandlaing problems of its clients.

If an organization that offers team work and pleasing surroundings interests you, apply in full confidence for appointment.

Address "J. P.," Box 122, care of Printers' Ink.

\$5,000 GOLF POLICY, \$6.00 BY MAIL FOR MEN AND WOMEN Send name, business address; benery's name, home address.
Today's THE DAY to insure! ficiary's nan

Johnson M. Froxell INSURANCE

1 West 34th Street, New York Prior to 1919 N. T. Representativ National Geographic Magasine

→ UBSCRIPTIONS

Renewals, special offers, chassified, etc. Highest percentage at less cost using Pallen's New Return "Cash-Order" Device.

Write for Sample. Prices Reduced. J. PALLEN & CO., Columbus, Ohio

Branch Managers Wanted Vrite or Wire KARDEX CO.



written by a young lady. Perhaps she has recognized in the handsome salesman the ideal of her dreams, or more prosaically he may suggest a lost brother, sweetheart or alimony-dodging husband.

The company points out that her kind offer to chip in on the advertising appropriation is impossible of acceptance. With no method of knowing who the young lady is, the company regrets it cannot inform her in person that if she wants to see the young Adonis whose picture intrigued her, she will have to take the train to Davenport, Ia.

Recently the Schoolmaster was talking with the head of an oldestablished house that had "discovered" advertising not long ago. and was told an interesting little incident that illustrates one way advertising works.

This manufacturer, it seems, was advertising a necktie that was half-way between a novelty and a simple variation from established design, his purpose being to make it a staple. One store in his home city, on persuasicn of the sales-man, had put in a dozen, but returned them in a week or so with the statement that the merchandise was not salable.

In the next few days, however, they had three or four calls for the article, which on account of their experience they took particular notice of and which the clerks reported to the manager. A week later, therefore, the store re-ordered. This time the force looked upon it with a different viewpoint, became rather enthusi-

SOMEWHER

IN NEW YORK CITY THERE IS A BIG CONCERN THAT NEEDS A THINKER TO TAKE THE KNOTS OUT OF ITS SALES & MERCHAN-DISING TANGLES - A WORKER WHO CAN SUPERVISE OR HIM-SELF WRITE AND PLAN PRODUC-TIVE ADVERTISING-YOUNG MAN WITH REAL ADMINISTRATIVE ABILITY. AVAILABLE DEC. 1st. \$7,500 A YEAR. ADDRESS "W. E.," BOX 132, CARE OF PRINTERS' INK. bus H wha H

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Editorial by

—a man who wants a job—

WHEN a man takes a jobhe is in reality going into business for himself.

His salary is the dividend on what he invests with the firm.

His experience, for instance, may be worth \$3,600 a year to that firm; capitalize it at \$60,000—and if he's thirty-five and good at saving, this capital will double in ten years.

His education—\$1,800? (Excellent chance for an argument!)
Capitalize it at \$30,000.

His ingenuity, stability, enthusiasm, honesty and stick-at-ive-ness—\$4,500. Capitalization: \$75,000.

And so on, according to the man and what he has to invest and what he does invest—for we allow our capital to lie idle oftener than we suspect.

But some fields are less fertile, and trickier, than others. More quicksand. Speculative investments.

This ad is an experiment on the part of an advertising man who came in via the editorial route—through the newspaper, magazine editing, and "serious" writing—and who has for the past two

years hammered out difficult results by effectively combining all three with the advertising managership of one of the most aggressive concerns in the publishing business.

A limited and erratic business at best?

Yes, limited in size, but a business that teaches methods and policies of immense service in other and larger fields. Erratic; unfortunately—and there's the rub at present.

In "Who's Who" I've just looked up fifty persons well known in the publishing world. It seems they've changed jobs almost ceaselessly. In my case, hang it all, the man who was satisfactory in the job before is now being moved back to it from an editorial place he wanted more.

So this ad is an experiment by a man seeking a new and more stable place to invest his capital after December first. (Until which time—by the way—a long-waited vacation in Bermuda!—A pennant flung out to dull care!)

Let's get together and talk it over.

Or perhaps this is the better alternative: Special service has been the starting point of many an enduring business organization.

A few giant corporations now employ "public policy executives."

Why not a new organization combining and blending their function with hard-hitting display campaigns?

I'd like to hear the opinion of the man who has read this far!

ADDRESS: "EDIT.," BOX 121, CARE OF "PRINTERS" INK," 185 MADISON AVE., NEW YORK

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COLONIAL BUSINESS SERVICE
ONE HUNDRED NINE WHAT, FORTY - SECOND STREET
N E W Y O H WE SE I T Y - N Y

MULTIGRAPHING

Advertising and Selling

A course of study, singularly complete and thorough, in Advertising and Seling at "the best and the best known school for training in business administration in America." Prospectus free. Address Instructor in Advertising. Byyant & Straton College, Buffale, Nr.

Are You In or Near New York?

A free-lance copy man who has planned and written many big successful national campaigns can give exceptional service to one or two more clients. Unquestionable references. Address "B. B.," Box 129, care of Printers Ink.

JUST A GOOD MAN

for a job—not a "position"—in a publishing house. Thirteen years' experience, chiefly in charge of editorial department of class publication; but not limited to that end of the work. Will do almost anything and go almost anywhere for a reasonable initial salary and

For an Opportunity to Get On Address "K. R." Box 124, Printers' Ink

Commercial Artist's Assistant

A steady position is offered on the artist's staff of a large office organization. The work is lettering and designing for high-grade advertising. A year or two experience required. woman, Write education, age and preferred ware. Address "T. D.," Box 131, care of Printers' Ink.

Can you use a MAIL ORDER MAN

whose circulars have pulled 40 orders to the thousand, who is thoroughly familiar with mail order detail, having sold thus merchandise, services and securities? Now employed at \$3,800 but seeks greater opportunity. Age 25. Address "G. M.," Box 120, care of Printers' Ink. astic about the idea themselves and since then have been selling a large quantity of the ties.

"Advertising advertising," said this manufacturer as one who had discovered an important truth, "doesn't have to create a tre-mendous 'demand' to be effective. Of course, with a worthy article, in time it will create demand; but if in the beginning it manages to send a few people to the store to ask for the article, that is sufficient to make the merchant think more than favorably about it when presented by the salesman. Oftentimes, too, a merchant in his own mind magnifies the calls he has had-if there have been three or four he is apt to think there have been a dozen-and then he may order even without solicitation."

Canadian Agents' Association Appoints Secretary

George A. Martin has been appointed secretary of the Canadian Association of Advertising Agencies. He has had ten years' experience in editorial work on various Canadian daily newspapers, including the Kitchener Telegraph, Toronto Telegram and Toronto Globe. In the past the secretarial work of the association has been done gratuitously but the growth of its activities made it necessary to appoint a paid secretary who could devote his entire time to the work.

SALES AND ADVER-TISING MANAGER

with seventeen years' experience in the automobile and allied industries, would like new connection where constructive ability will be repaid. Can efficiently manage departments or be intelligent assistant to big executive.

Address "D. J.," Box 112 Care of Printers' Ink

The "CLASSIFIED" Clearing House

NEW YORK - ARKENBERG SPECIAL AGENCY . CHICAGO REPRESENTING 500 NEWSPAPERS WRITE FOR BOOKLET

23, 1922

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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

WANTED CAPITAL.—To advertise and develop toilet article which has found a rightful place on the market in less than two months. No fake. Box 504, Printers' Ink, Chicago Office.

For Sale—A monthly publication; over forty thousand paid-up circulation. Reasonable terms. Address Box 534, Printers' Ink.

NEWSPAPER needs CAPITAL Publishing Plant printing morning paper to start in growing California county seat. Opening for first-class printer to take interest. Frank Lint, 2839 W. 11th, Los Angeles.

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
CONNER, FENDLER & CO.
New York City

Long-Established, High-Grade Printing Plant, one hour from Penn Station, is in a position to offer exceptionally favorable rates for regular monthly run. Auto deliveries, close co-operation. Glea Cove Press, Inc., Glen Cove, Long Island, N. Y. Tel. 498.

Advertising Expert writes Letters, Folders, Booklets and Catalogues at nominal cost. Will submit analysis of advertising and merchandising problems free. I specialize in superintending advertising programs for organizations not maintaining advertising departments. Curran Advertising, Reaper Block, Chicago.

Addressograph—Motor-driven, ribbonprint model, takes style B & E plates; also Graphotype, motor driven, equipped to emboss upper and lower case Elite face, takes up to six-line plates. Used only about six months; in first-class operating condition. Will be sold separately at about half price, Green & Ellis Co., 1114 Sansom St., Phila., Pa.

JOB PRINTING PLANT FOR SALE
An established job printing business and
plant now being operated under the name
of and in connection with a well-known
daily newspaper is offered for sale. The
owners want to give their entire time
and attention to their newspaper. The
name and newspaper prestige are big
assets. The business has a nice line of
general job, specialty and book work. It
will take only \$25,000 to swing the deal
and is the opportunity of a lifetime for
some live printer. Address Box 507, P. I.

A Free-Lance Artist who is versatile, or a copy and production man, can secure desirable space and complete facilities in New York office of advertising agency. Reasonable terms and an arrangement that will furnish work to the right man. Box 525, Printers' Ink.

FOR IMMEDIATE SALE—Going New York Printing Plant, with fine, established business. Splendid location. Yearly sales average \$100,000. Equipment practically brand new. Entirely restocked with modern type faces a few months ago. Only reason for disposition: death of owner. Communicate with Box 531, Printers' Ink.

HELP WANTED

Live Salesmen—For a popular priced line of Aluminum Cooking Utensils— Commission basis. No objection to men selling Non-Conflicting Lines—(Pottery, China, Glassware, etc.). Box 511, care of Printers' Ink.

DIRECT-MAIL ADVERTISING MAN WANTED—One who can create and sell Direct-Mail Campaigns. Must be good copy and layout man. Large opportunity and salary commensurate with results. New England, Box 512, P. I.

EDITOR

For trade paper serving tire and auto accessory dealers. Must know this field thoroughly. A man with experience in publicity department or as editor of house-organ preferred. Location New York. Box 505, Printers' Ink.

WANTED—Reliable and experienced Department Store Advertising Manager capable of judiciously spending \$60,000 to \$75,000 per year in Southwestern city of 100,000. Must be qualified to take full charge of department. Give age, former connection and full qualifications in first letter. Box 520, Printers' Ink.

An ESTABLISHED PAPER HOUSE has a place for a man to call on printers and allied trades in Eastern Pennsylvania to introduce and sell High-Grade Paper intelligently.

Faper intelligently.

He must have reached years of discretion and not be afraid of work. A man with some knowledge of the printing business, as well as the paper busines, is preferred. The line embraces Warren Papers, Strathmore Papers, and other nationaly known brands, State full particulars in your first letter. Address Box 535, Printers' Ink.

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Wanted-An unusually able copy writer who can produce finished copy on technical and general accounts. Agency experience desirable. A real opportunity for growth. State experience fully, and salary expected. Address Box 506, P. I.

Advertising Agency in New Jersey has opening for capable young artist. Knowledge of lettering and general line work for newspapers essential. Good opportunity for right man. Age 20 to 25. Give full particulars to Box 503, Printers' Ink.

WANTED—SALESMAN TO REPRE-SENT MACHINE SPECIALTY CON-CERN, NEW YORK CITY AND VICINITY: SELLING TO DEPART-MENT AND DRY GOODS STORES, Address Box 517, care of Printers' Ink.

Advertising solicitor, experienced in trade-paper field, to represent an oldestablished mechanical paper in Michigan, Indiana and Southern Illinois. Excellent opportunity for right party. State fully your experience, age and compensation required. Box 510, Printers' Ink.

MISCELLANEOUS

PREMIUMS For Publishers and Others Seeds, Cinnamon Vines Ferns and Post Cards

Headquarters for Bargains. Big business builders, 40 years' experience. State what you want and price you wish to

A. T. COOK, Seedsman Hyde Park, N. Y.

Printing Machinery for Sale

Trinuing machinery for Sale
Two No. 7 Baboock Cylinder Presses; two
00000 Miehle Cylinder Presses; two
Standard Speed Job Presses; two Universal Jobbers; one large and one small
Gordon Press; one Dexter Quad Folder;
one Chambers Point Folder; one American
Circular Folder; on Christensen
gang Wire Stitcher, with four heads.
These machines can be seen running.
Apply Haddon Press, 19th and Federal
Streets, Camden, N. J.

POSITIONS WANTED

ART STUDENT—young man, 21, to assist in art dept. Knowledge of window dressing and show-card writing, also lettering. Fred Reder, 864 Whitlock Ave., Bronx.

STUDENT-WRITER OF PROVED ABILITY

Seeks promising opening in publishing or advertising. Address Box 513, care of Printers' Ink.

PUBLISHERS OF TRADE PAPERS OR CO-OPERATIVE CATALOGUES: Have you an opening for territorial rep-Have you an opening for territorial representative who can apply selling ability and brains to development of your business? Thoroughly able to think out, present and self ideas and space to executives. Experienced in technical fields and merchandising. Now manager of trade publication but prefer sales territory in East. Write for details, or make appointment. Box 519, Printers' Ink. Young lady with experience along see retarial and stenographic lines, and training in copy writing, desires position in advertising organization. Salary secondary to opportunity. Box 514, P. I.

Young man, 24, single, character, edu-cation, capable executive. Advertising graduate; accountant. Three years' (International) agency experience. Available January 31, 1923. Box 518, P. I.

in Philadelphia

Writer with 20 years' experience has few hours a week available—ads, booklets, folders, house-organ. Forceful, original. Address "H," Box 523, Printers' Ink.

Writer-Man, 26, with broadgauge business experience, wants permanent New York City connection where intelligent, conscientious effort will be appreciated. Box 527, Printers' Ink.

Al Artist, commercial illustrator and decorator, long advertising experience, visualizer and idea man, that works in all mediums and treats any subject successfully, desires position. Box 530, P. I.

ADVERTISING OF SALES MANAGER'S ASSISTANT

Eleven years' experience-dealer displays, outdoor, newspaper advertising; age 27; credentials. Box. 522, P. I.

YOUNG WOMAN—High grade secretary-stenographer, educated, 7 years' publishing and advertising experience, capable handling correspondence and interviews, desires connection executive offering opportunity for initiative and growth. Moderate salary to begin. Box 524, P. I.

Agency-trained copy and contact man, 28, produce results for retailers and manufacturers of furniture, clothing, musical instruments, automobile accessories. Writes direct-mail copy that really sells. Experienced layouts, printing, art work, engraving. Box 533, P. I.

THE SIAMESE TWINS

Advertising Selling

Сору Layout Mechanics Art

House Organs **Booklets** Catalogs Salesmen

This advertising woman will serve you on behalf of both. Women as well as men like to work with her. Address "S. T.," Box 521, care of Printers' Ink.

Artist desires agency position. Over five years' experience as artist (versatile in styles and techniques), layouts, ideas, engraving knowledge and executive ability. Box 509. Printers' Ink.

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on. Over ist (verniques), owledge ox 509, connection with agency or manufacturer, Freelanced 5 years. Now 3 years with automotive magazine. Will go anywhere. Box 528, Printers' Ink.

A young man unusually well prepared by special training and experience desires a position as correspondence supervisor, or writer of advertising literature, with a business house awake to the value of effectiveness and good form in its written and printed communications. Box 516, Printers' Ink.

SALES PROMOTION AND SALES MANAGER—At present in charge of sales force selling nationally. Have been quite successful in mail-order campaigns selling to jobbers at prices higher than competitors. Technical college training with additional advertising and sales management courses. Four years with cone of largest corporations; 31. Box 526, Printers' Ink.

High-grade, five-thousand-dollar newspaper business executive, cost analyst, auditor, manager, desires immediate connection anywhere; have sold out and will accept any reasonable offer. Age 35, 12 years' newspaper and 15 years' public accounting experience. Highest rating, guarantee satisfaction. Wire me. Norman E. Veazey, care Evening Express, Los Angeles, Cal.

Advertising-Promotion Manager

Unusual experience national and local advertising, excellent record in dealer service and sales co-operation; original, productive, aggressive; university graduate; eight years' experience. Particularly valuable to concern requiring man with both general and specific knowledge, now employed by large national organization. Address Box 508, Printers' Ink.

PUBLISHERS and BUSINESS MANAGERS

Have you ever thought of establishing your own Industrial or Creative Advertising Department to sell series of weekly special pages, and get away from the socalled "Syndicated" special crews?

If no—An efficient, capable and energetic special advertising representative with fourteen years' newspaper experience is open for connection. Can organize staff and create business of the better kind, mostly from non-advertisers. Now at the head of special creative staff on large metropolitan daily.

Connection to be made on a percentage basis. Samples of work on request.

Address Box 529, Printers' Ink

SI WE CONNECT THE WIRES I

A DVERTISING EXECU-TIVE, copy writer and lay-out man, with over ten years retail and national extension of the second of the knows department store lines, mill supplies, plumbing and heating equipments, foodstufts and automobiles. "Work as advectising executive was such that it got business for the house he represented. Ability very ligh." Age 35, married; akking \$3,599. Our No. 2838-81.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLD'S. SPRINGFELD, MASS

Eastern Manager of Western tradepaper desires change January I. Experienced in meeting manufacturers and executives, writing trade news and advertising; also advertising soliciting; seeks business publicity or trade-paper connection, editorial or advertising or both. Knows New York; age 35. Box 515, P. I.

BINDERS FOR PRINTERS' INK

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken-Book Cloth; lettered in gold.

Printers' Ink Publishing Co.

185 Madison Ave. Ne

New York

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110,000,000 CIRCULATION

SAYINGS MADE FAMOUS BY OUTDOOR ADVERTISING

Number Five

"That Down in Dixie Flavor"

"Repetition Builds Reputation"
"Reputation is Success"



CHICAGO

LOOMIS &

NEW YORK

- BROADWAY
- BRANCHES IN 45 CITIES OPERATING IN OR REPRESENTING OVER 8.500 CITIES AND TOWNS

TRIBUNE is first in Chicago

During October the net paid circulation of The Chicago Tribune averaged

Daily 532,750 (Weekdays, Exclusive of Sundays)

Sunday 842,155

Circulation of The Tribune in *Chicago and suburbs* during October averaged 388,567 Daily and 500,458 Sunday.

No other Chicago paper approaches the above figures either for total or for local circulation.

TRIBUNE is first in Chicago